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Electrical Merchandising

The Business Magazine of the Electrical Trade

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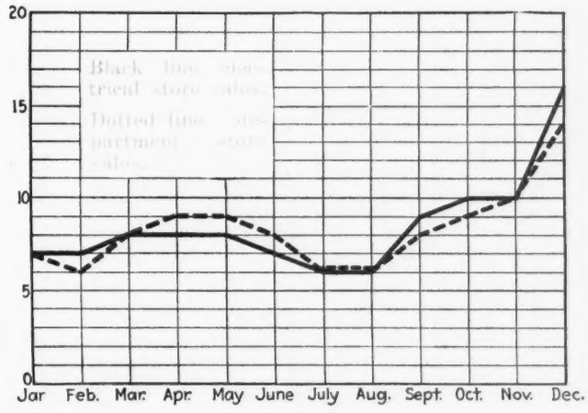
Yearly Sales for Electrical and Department Stores



The Sales Opportunity Just Ahead of Us

THESE two lines represent the yearly sales curve of a large group of department stores and a number of electrical retail stores. The spring peak of department store sales, due perhaps to Easter hats, is a point higher, but electrical sales also have their first high point in the year from March to May.

February sales start at the January level but before the end of the month the increase commences and the electrical merchandiser will plan to keep the sales line moving upward and to take every advantage of the public's increased buying in the succeeding months.

Now is the time when the sales force should be strengthened; advertising of new interest and persuasiveness planned; stocks of new and seasonable merchandise bought, and everything set for the sales opportunity ahead.

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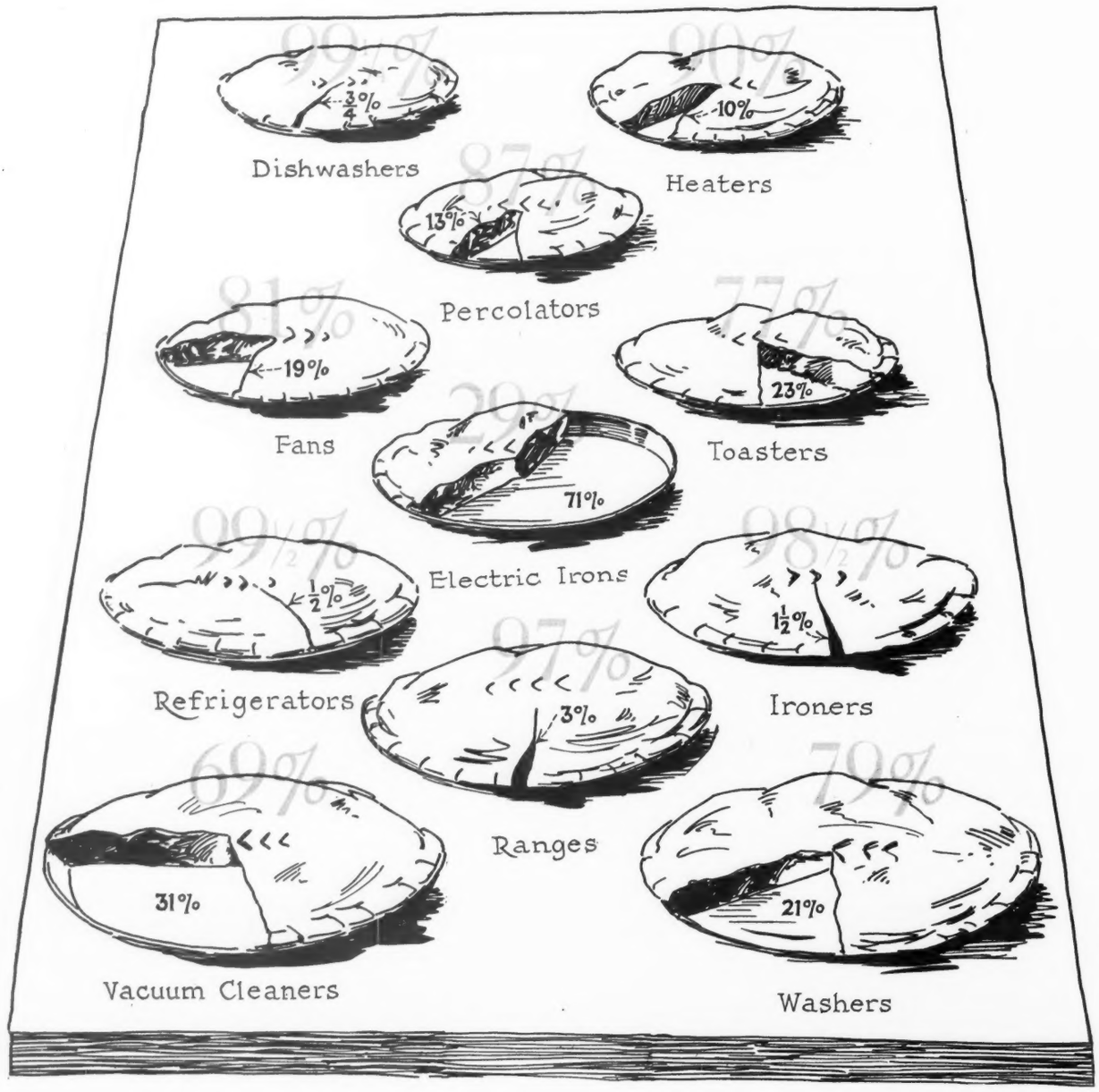
"Just Cut Yourself a Piece of Pie—There's Plenty Left"



Here's "Food for Thought" for Every Electrical Man

Electrical Merchandising's surveys of present "saturation" in electrical appliances reveal that 82 per cent of the country's possible appliance business is yet waiting for the men who will go after it. How this sales opportunity is divided among the various appliances for the average community is indicated by these "pie diagrams."

The small black figures show the percentages of America's 14,500,000 electrically wired homes which are so equipped with the appliances named.

The large red figures show the percentages —the number of homes out of 100—still waiting to be equipped with these appliances.

Electrical Merchandising

The Business Magazine of the Electrical Trade

with Which Are Incorporated *Electrocraft* and *Lighting Journal*

Volume 35 | February, 1926 | Number 2

Appliance Sales Lag Behind Market Growth

FOR MANY years, *Electrical Merchandising* has made a practice of compiling an estimate of the degree of "saturation" in electrical appliances in use in the home. The outstanding revelation of these studies is that the saturation point falls instead of rising.

There is every year a huge total of appliances sold but because of the great number of new homes brought on to electric service lines each year the sales do not keep pace with the constantly expanding market. In 1921, it was estimated that 75 per cent of the wired homes of the country lacked the major appliances. In 1924, the wired homes lacking a full appliance equipment had risen to 80 per cent and now the figure has again risen to 82 per cent. In other words appliances in use today would give but 18 per cent of wired homes a full electrical equipment. The chart on the page opposite shows in detail the margin of wired homes unprovided with the eleven most commonly used appliances. The vast possibilities for the sale of essential electrical home conveniences are strikingly shown by these figures.

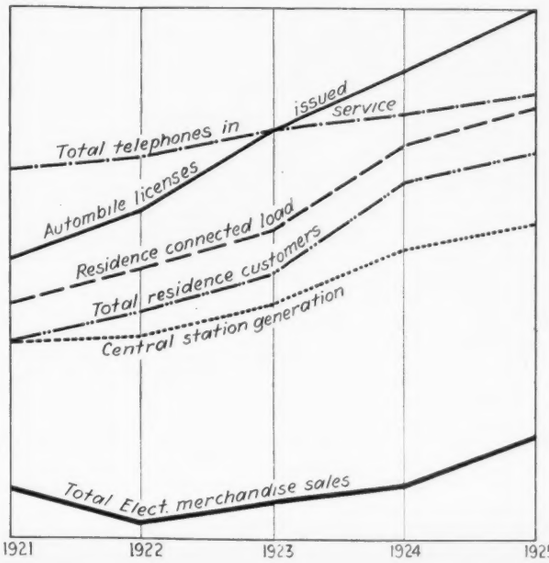
THE electric iron, regarded as an electrical staple in the same class as incandescent lamp bulbs, is still so far from being in use in every wired home that over 4,000,000 can be sold before catching up with today's unsaturated market. And when these four million have been sold the increasing number of wired homes will have increased another stretch of millions setting a new mark of sales opportunity for manufacturer, jobber and retailer. Again, what merchandise sold today offers more convenience and value than the electric vacuum cleaner and the electric washing machine? And yet there are 10,000,000 wired homes without cleaners, and 11,400,000 without electric washers.

HAS the public the money to buy? The graph on this page shows among other indicators the increase in automobile sales, and the increase in the number of telephones. Consider also the great increase in average income, the increases in savings accounts, the increased purchase of life insurance, the increase in the number of owned homes.

Are people generally sold on "doing it electrically"? The answer is shown clearly by the increase in wired homes. Homes are not wired only for electric light but because of all the electrical home conveniences made possible thereby.

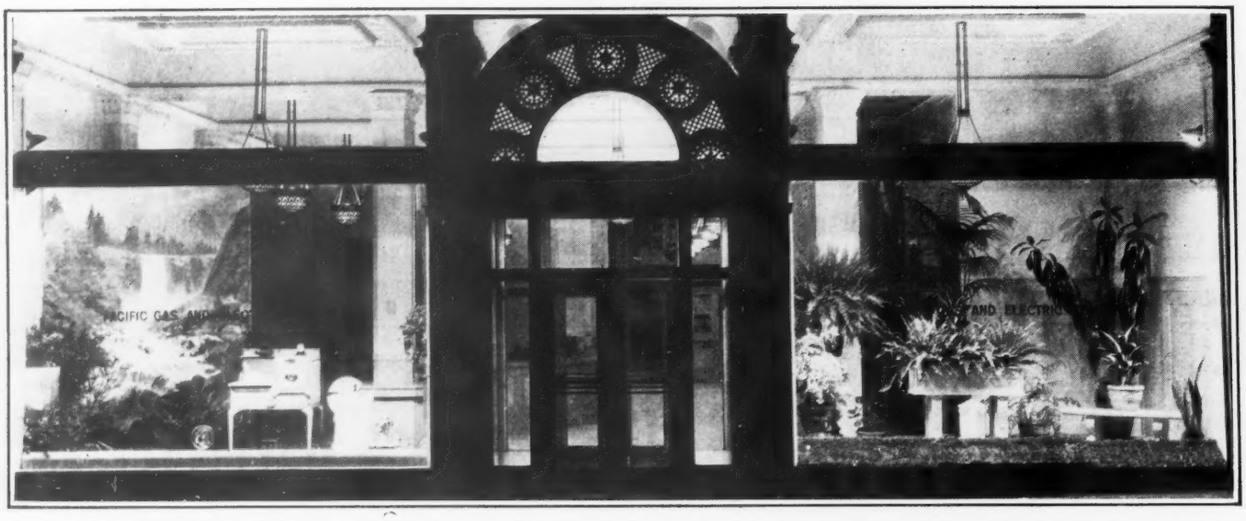
Can appliances be sold in greater number and at a faster rate than in the past? The facts indicate that they can. Sales campaigns on electrical appliances are almost invariably successful. *Electrical Merchandising* publishes many accounts of campaigns but its editors receive details on many more campaigns than are published and it is the common characteristic of these accounts that some hundreds of thousands even of large and small appliances are being sold whenever there is a speeding up of the normal sales activity.

The success of appliance sales campaigns indicates unmistakably that the public is receptive. They are waiting for you, Mr. Electrical Merchandiser to come and sell them.



Total Wired Homes

1921	7,466,000
1922	8,550,000
1923	9,903,828
1924	13,406,777
1925	14,532,930



Checking Up on a $5,000,000 Sales Campaign

The Pacific Gas and Electric Company "Goes Over the Top"—Does Better Than Bogie Set for Increased Load Added to Lines in Six Months' Intensive Effort

By C. GRUNSKY

WITH a goal set last July for the sale of merchandise in six months' time whose retail value, installed, would come to $5,000,000; and with a bogie of an additional 150,000 hp. load to be added to its lines, the Pacific Gas and Electric Company, San Francisco, Cal., now announces that the returns from all departments of the sale have been most gratifying and that the gain in combined range, water heater, air heater and lighting load has exceeded expectations, topping the quota by a considerable margin.

The sale was divided into six main departments. The company handled no table appliances or other so-called lamp socket devices, the policy in this field being to encourage the sale of these appliances through existing dealers. Direct sales effort of the company, which, in each case, also involved co-operation with other branches of the industry, was confined to the following lines:

Electric ranges, electric water heaters, electric air heaters, lighting—domestic, commercial, and industrial, industrial heating, and the replacement of isolated plants.

The sales department reports that the power company enjoyed the co-operation of dealers throughout its territory and that in those departments of the work in which they took an active part, over 50 per cent of the merchandise sold was passed through dealer channels.

In the field of ranges, water heaters, and air heaters, the quota set for increased connected load was exceeded by a good margin.

How Dealers Helped

Co-operation with dealers in these appliances was based upon the extent to which they wished to display and to advertise this merchandise. Dealers who displayed continuously, in a prominent position on the sales floor, five electric ranges and who carried regular advertising, were permitted to purchase ranges from the power company at a very low price.

These dealers were allowed to secure the purchase order for themselves, arranging for the customer to sign an installation contract, with a down payment of at least 10 per cent of the installation costs. The term contract, together with the initial payment, was then turned over to the power company for later collection.

Dealers who did not meet the requirements of this first class, purchased ranges from their jobber, but were allowed the same privileges in the matter of installation. Dealers who carried no stock of ranges but made sales, were granted a 20 per cent commission of the cash price of the merchandise on turning over a signed purchase contract, together with an initial payment of 20 per cent of the installed term price to the company.

Thirty Salesmen Trained

In addition to the regular sales force of the company, thirty salesmen were trained in the range and water heating field and sent out in the more populated districts.

Some 232 daily and weekly newspapers throughout the state were used for display advertising, and all of these carried electric range, water heating, and air heating publicity arranged to appear simultaneously. Some 500,000 pieces of direct-mail literature were used in connection with the electric range activities. These were sent to names of prospects taken from the company's ledgers, and were followed up three days later by a salesman's call. Every consumer having a monthly bill of over $3 was called upon in this campaign.

Much co-operation was received from other branches of the industry, display advertising, direct-mail literature and personal solicitations being used by all branches of the industry.

Cooking schools were conducted throughout northern California by one range manufacturer, while another, in addition to special demonstrations, used extensive display advertising in each of the leading daily papers. Another ran a special series of advertisements addressed to housewives and also sent a demonstration truck throughout the district served by the Pacific Gas and Electric Company. Each range manufacturer furnished 10,000 envelope stuffers to be sent out with the bills.

Individual Advertising Campaigns by Trade

Independent advertising campaigns were undertaken by many of the individual dealers, one furniture house running a series of full page ads, which, together with other advertising, involved an advertising appropriation by that firm of some $10,000. A billboard campaign on electric ranges was carried out by another retail establishment. Almost all electric dealers throughout the territory either carried ranges on their floors and came under the first two headings of the co-operative sales plan, or kept a supply of purchase contracts on hand and made sales where possible from catalog or by referring the purchaser to the power company display.

Exhibits were made by the Pacific Gas and Electric Company at every county fair within its territory, usually tying up the demonstration with the names of local dealers.

In the field of electric refrigeration, no active selling was carried on by the power company, but a policy of complete co-operation with dealers and manufacturers' agencies resulted in a very satisfactory sales record. One firm had fifty-seven salesmen in the field. Refrigerating machines were displayed on the floor of the power company's offices and advertising was used furthering this appliance and calling attention to the dealers carrying it. In addition, sales tips secured on the floor and by company salesmen in the field were passed over to local dealers handling the equipment in question.

COOPERATION by the dealers was a very real element in the success of this campaign, the largest on record. One furniture house spent $10,000 on a series of full page ads. Another dealer used billboards to advertise ranges.

Dealers generally took advantage of the great public interest created by the company's advertising, increasing their own advertising and sales activity and cashed in.

A similar policy applied to electric trucks stimulated the sales in that field through local dealers. Repeat orders for present users of electric trucks were reported to be 100 per cent in this territory, while a substantial number of new users of electric trucks were added to the lines. All this equipment was sold through dealers.

The kitchen lighting campaign, which was part of the outlined activities, greatly exceeded expectations. With a bogie set for 20,000 units, 50 per cent more than that number were actually sold. This was handled largely by salesmen in the field, who also combined with this the sale of adequate wattage lamps for other household illumination. The campaign was handled by means of cards made out in the customer's name from the company meter records, about thirty cards being allotted to each salesman per day. These were located in close proximity to one another, in the same way that the meter reader's route is planned, so that a maximum number could be handled in a day's time. In addition to the sale of lighting equipment, information was secured by these salesmen of the number of other appliances in use in the home. This not only gave them an entry which they might not otherwise have had, but also furnished later information of value in handling the sale of kitchen equipment.

All Installations Done by Local Contractors

Many dealers co-operated in this campaign by displaying samples of the unit and selling on consignment from the power company's stock. In addition, the independent sale of kitchen units and of high wattage lamps was greatly stimulated throughout the territory. All installation was done by local contractors, the business being given to the neighborhood man, under the provision that he should handle the installation within twelve hours. If the business was too heavy for him to care for within this limit, the company secured assistance from another district.

The results of the commercial

The kitchen of 1850, shrouded in gloom from a kerosene lamp; inconvenient, and making heavy demands in human labor, is contrasted in this window with the electrical kitchen of 1925, well-lighted, convenient, labor-saving.

lighting campaign, which was handled entirely through the contractor-dealers, are reported to have been exceptionally encouraging. One of the interesting features of this work was the use of the company windows of the San Francisco division to demonstrate adequate window illumination, both for evening and daylight use.

Display Windows Loaned to Customers

These two large display windows were turned over to customers of the company in rotation for the display of their goods and in succession presented electric ranges, floral and garden material, candied fruit, chocolate, toys and other merchandise, the display in each case being arranged under the power company's direction, from the stock of the customer. High intensity illumination was used at night as well as special daylight illumination which served to counteract reflections and to bring out the best impression of the goods. Cards in each window explained to the public that these windows were donated to the interest of better illumination. It was pointed out that correct and proper show window lighting brings about the following benefits:

1. Adds attractiveness and value to the merchandise displayed.
2. Permits closer and more accurate inspection of the goods, thereby reducing the number of exchanges.
3. Saves rent for the store in the middle of the block by enabling it to compete with the corner store without having to change its location.
4. Attracts trade from the poorly lighted store.
5. Creates a silent salesman after closing hours by serving "window shoppers."
6. Overcomes daylight reflections.

In addition to the unusually complete electrical installation, the windows are equipped with water, gas, compressed air and drainage connections.

The location of this office is in the middle of the block, out of the main shopping district, with a series of small shops on the opposite side of the street. The natural tendency for pedestrians in the past has been to choose the other side of the street, but the attractive displays have changed this. It has been noted that foot traffic often crosses the street at this corner, apparently for the sole purpose of examining the windows.

Illuminated Window Stopped More People than Other Windows

A check was made of those who stopped to examine the displays. During the half hour between 2:30 and 3:00 p.m. on a Saturday afternoon, it was found that 123 persons passed the window, of whom 79, or 64.2 per cent stopped to look into one or both of the windows. A comparative check between the drawing power of these displays and those of other merchants in the same block whose windows were less well illuminated was made on another sunny afternoon, at a time when the bright sunshine on the opposite side of the street tended both to attract pedestrians to that side and also made bad reflections in all windows on the side of the power company's offices. The results indicate that three times as many people proportionately stopped in front of the illuminated displays as in front of other windows.

Stimulated the Selling of Commercial Lighting

The windows also brought many people into the company's offices to inquire whether the merchandise might be purchased there or, if not, where. In the case of one display of rather unusual confections, these inquiries mounted into the hundreds.

These facts and figures made excellent sales material for the selling of commercial lighting and their result was shown in the satisfactory record of installations made. In addition to individual stores sold lighting on the basis of these displays through the approach of electrical contractors, representatives of two large concerns with their architects called to go over the details of the installation with a view to improving their own conditions.

The check on actual passers and stoppers leaves the sales prospect with few arguments, and the in quiries produced by the displays in the company's windows provided further dollars and cents reasons why the merchant should equip his windows with lighting up to the highest modern standard to provide the best background for his displays.

Industrial Heating Sales Increased Tenfold in Six Months

In the field of industrial heating equipment, such as electric welding machinery and other heating appliances, an active sales campaign was conducted, with the results that sales for the second half of the year showed a tenfold increase over those made in the first six months. In this department, as well as in the cases where electrical equipment replaced steam or gasoline as a motive power, the power company took an active part in the sale, but did not itself handle electrical equipment. Installations were made by electrical contractors who were paid directly for their work, the power company assuming all risks of dissatisfaction of the consumer with electrical service and also undertaking to handle the wiring on a time-payment basis. In spite of the fact that these sales are made with the guarantee of satisfaction or removal of the equipment without cost to the consumer, there is no instance of a removal of equipment to mar the record of this campaign. All sales have been 100 per cent completed.

Future plans are not yet complete, but it is expected that the Pacific Gas and Electric Company will continue its sales activity in all of the departments undertaken on a similar scale for the coming year. In all cases, full co-operation with all other branches of the industry and in particular with the retail outlets will be maintained.

What Proper Lighting Will Do for a Window

Window Checks on Stores in the Vicinity of Illuminated Windows—Afternoon—Clear and Sunny

Store Display	Time	Passed	Stopped	Per Cent Stopped
Furniture	3:10–3:20	137	19	13.9
Pacific Gas & Elec. Company (Electric kitchen)	**3:45–3:55**	**139**	**52**	**37.4**
Pacific Gas & Elec. Company (Chocolate display)	**3:45–4:05**	**105**	**33**	**31.4**
Package drugs	4:08–4:18	151	9	6.0
Toilet articles—pens	4:22–4:32	123	5	4.1
Electric ranges	4:34–4:44	131	3	2.3
Gas ranges	4:34–4:44	131	3	2.3

Dealer Has No Control Over Much of His Expense

Costs Imposed by Local Operating Conditions and Competition, Analyzed before National Distribution Conference at Washington

PRACTICAL steps to check the wastes in marketing, characterized by Secretary Hoover as being of vast importance, were outlined in the survey of the Committee on Expenses of Doing Business, presented at the recent general meeting of the National Distribution Conference held at Washington.

The survey, made by a committee representative of all classes of distributors, constitutes the *first concerted effort* on the part of business to trace all the items of marketing expenses that go to make up the consumer's dollar, and which are found to range from twenty-four cents in the case of meats, to fifty-two cents in the case of furniture.

The report of the committee making the survey, of which Robert R. Ellis, president of the Hessig-Ellis Drug Company, of Memphis, was chairman, disclosed in sharp outline the difficulties that are encountered in attempting to check the wastes in marketing which are held accountable in the public mind for huge losses and consequent high prices. These are due, the committee finds, mainly to the lack of uniformity and adequate cost records.

Classification of Retail Expenses

"Adequate records," the committee says in its report, "intelligent budgeting and planning and the adoption of other recognized policies of efficient merchandising constitute important means of lowering the cost of distribution."

The retailer is absolved by the committee of a large part of the costs of marketing usually classified as retailer's expense. "By classifying retail expenses according to the extent to which they are under the control of the merchant," the report reads, it is disclosed that in many instances the retailer is responsible directly for less than 75 per cent of the cost of retailing. Which of the so-called "services and conveniences" may be classed as contributory to success depends upon the conditions under which a business is conducted.

In retail furniture stores, this expense is more than 11 per cent of the total cost of doing business; in retail grocery stores and hardware stores it amounts to about 9 per cent; and in automobile tire and accessory stores, 7 per cent. While these costs are confined usually to certain retail establishments, the

Operating Costs in Retail Stores of Various Kinds

Expenses Grouped by Items (1) Not Controlled by Dealer, (2) Controlled by Dealer and (3) Controlled by Competition

All Expenses Are Shown as Percentages of Retail Selling Price	Retail Groceries, 1924	Meat Stores (Cash and Carry), 1919	Meat Stores (Delivery), 1919	Shoe Stores, 1923	Hardware Stores, 1924	Department Stores, 1924, Less than $1,000,000	Department Stores, 1924, More than $1,000,000	Jewelry Stores, 1924	Auto Accessory Stores, 1923	Drug Stores, 1919	Clothing Stores, 1919	Specialty Shops, 1924	Furniture Stores, Low	Furniture Stores, High
1. Expenses primarily not under control of the merchant	**1.98**	**1.30**	**1.33**	**4.3**	**5.10**	**4.65**	**3.65**	**7.7**	**3.6**	**4.7**	**1.96**	**4.0**	**3.00**	**4.00**
Taxes and licenses	0.2	0.08	0.11	0.5	0.72	0.7	0.5	1.0	0.3	0.4	0.57	0.4	1.5	2.0
Insurance	0.2	0.11	0.08	0.5	0.53	0.55	0.3	0.7	0.6	0.4	0.43	0.55		
Interest (on money borrowed and money owned)	1.1	0.47	0.55	2.7	3.12	2.6	1.9	4.9	1.8	3.1	0.49	1.9	.....	.....
Repairs of store equipment	0.1	0.16	0.16	0.2	0.11	0.2	0.25	0.3	0.2	0.2	.....	0.35	.....	.....
Depreciation of store equipment	0.35	0.48	0.43	0.4	0.62	0.6	0.7	0.8	0.7	0.6	0.47	0.8	1.5	2.0
2. Expenses primarily under control of the merchant	**13.65**	**13.35**	**14.21**	**21.6**	**16.39**	**21.35**	**24.6**	**28.3**	**18.4**	**20.8**	**16.84**	**25.9**	**20.0**	**28.5**
Salaries and wages (including commissions and bonuses)	10.9	9.67	10.76	14.7	11.95	15.3	16.2	17.7	12.4	15.6	11.93	5.9	12.00	16.00
Advertising (including all forms of publicity)	0.35	0.27	0.15	2.2	0.85	2.2	3.2	3.1	1.5	0.7	1.98	4.1	2.5	3.5
Rent	1.3	1.46	1.26	3.5	2.52	2.3	3.0	4.8	3.0	2.8	2.20	3.5	4.5	6.0
Boxes and wrapping	0.6	0.69	0.79	0.2	.....	.....	.....	1.1	.....	0.6	0.23	.....	.....	.....
Office supplies and postage	0.2	.....	.....	0.4	0.38	.....	.....	0.7	0.5	0.3	0.50	.....	0.5	1.5
Heat, light and power	0.3	0.29	0.28	0.6	0.48	.....	.....	0.9	0.7	0.8	.....	.....	0.5	1.5
Telephone	.....	0.15	0.20	....	.....	.....	.....	....	....	....	.....	.....	.....	.....
Refrigeration	.....	0.82	0.77	....	.....	.....	.....	....	....	....	.....	.....	.....	.....
Store supplies	.....	.....	.....	....	0.21	0.75	1.3	....	....	....	.....	1.1	.....	.....
Traveling	.....	.....	.....	....	.....	0.4	0.5	....	....	....	.....	0.7	.....	.....
Communication	.....	.....	.....	....	.....	0.25	0.25	....	....	....	.....	0.35	.....	.....
Telephone and telegraph	.....	.....	.....	....	.....	.....	.....	....	0.3	....	.....	.....	.....	.....
Professional services	.....	.....	.....	....	.....	0.15	0.15	....	....	....	.....	0.25	.....	.....
3. Expenses due principally to competition	**1.6**	**0.14**	**0.27**	**0.5**	**2.05**	**1.1**	**0.85**	**0.7**	**1.8**	**0.4**	**0.58**	**1.2**	**2.5**	**4.5**
Delivery	1.2	.....	.....	0.3	1.29	.....	.....	0.3	1.0	0.1	.....	.....	1.5	2.5
Losses from bad debts	0.4	0.14	0.27	0.2	.....	0.35	0.25	0.4	0.8	0.3	0.58	0.35	1.0	2.0
Bad debts and collection expense	.....	.....	.....	....	0.76	.....	.....	....	....	....	.....	.....	.....	.....
Services purchased	.....	.....	.....	....	.....	0.75	0.6	....	....	....	.....	0.85	.....	.....
Unclassified expenses	**0.8**	**0.69**	**1.55**	**1.0**	**0.87**	**1.1**	**1.0**	**1.6**	**1.7**	**1.5**	**1.03**	**1.0**	**1.5**	**3.5**
Total expense	**18.00**	**15.48**	**17.36**	**27.4**	**24.41**	**28.2**	**30.1**	**38.3**	**25.5**	**27.6**	**20.41**	**32.1**	**27.0**	**40.5**

practice differs in degree in different stores and the committee has found it impossible to approximate even roughly the proportionate cost of these services and conveniences as related to the total cost of distribution.

"A study of retail expenses of distribution divides itself naturally into four parts; uniform classifications of accounts and the extent of their use; costs of doing business in different kinds of retail establishments; means whereby retailers as a class can be persuaded to adopt adequate cost records in greater numbers; and a discussion of such costs as are known to exist but the proportions of which are unknown or unprocurable."

During the past five years notable progress has been made both in the formulation of uniform accounting methods and expense classifications; and in their adoption by merchants.

Costs of Doing Business

The accompanying charts show the cost of doing business in various types of retail stores.

The purposes of the figures given are three-fold:

1. To acquaint the merchant with the recognized elements of expense and enable him to adopt uniform accounting records and methods in recording the facts of his business.
2. To enable a retail merchant to compare his expense percentages with those common to merchants engaged in the same kind of business.
3. To enable a retail merchant to compare his expense percentages for the current year with his percentages for previous years and to plan intelligently for the future.

In order to present a clear idea of the costs of doing business in various kinds of retail stores, percentages are given, showing what proportion of all expenses are:

1. Primarily not under the control of the merchant (Taxes, Depreciation, etc.).
2. Primarily under the control of the merchant.
3. Services and conveniences.
4. Unclassified.

These graphs and the accompanying tables show conclusively that a part of the expenses of doing business is due to forces over which the merchant has very little or no control, such as Taxes, Insurance and Interest, or to natural conditions, such as Repairs and Depreciation. On the other hand, the proportions of some expenses depend largely upon the efficiency of the merchant since they are primarily under his control. For example, the percentage cost of salaries and wages, advertising and office supplies may be controlled effectively by a merchant who manages his business efficiently.

There is still another type of expense known as "Services or Conveniences," largely the result originally of competition, which have come to be demanded by the customer almost as a right. Charge accounts, the returned goods privilege and deliveries illustrate this.

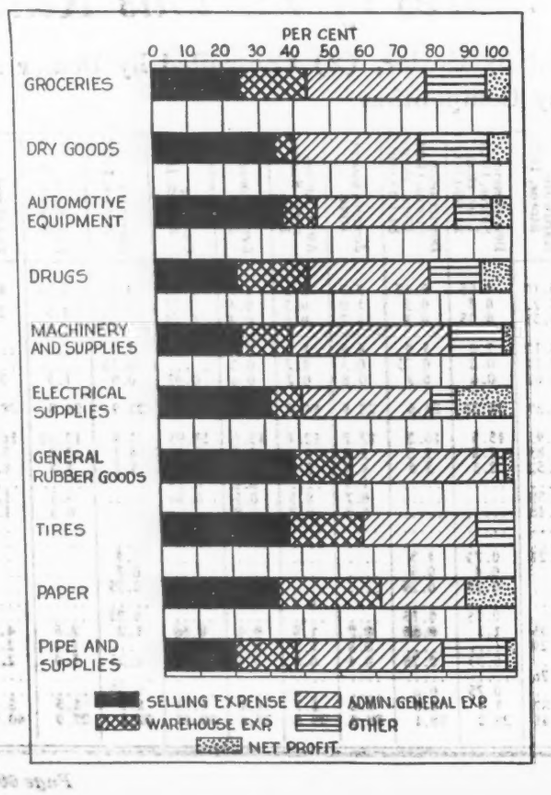
Contribution to Efficient Merchandising

In considering these figures and graphs it must be remembered that the price paid by the retailer includes all costs and profits of manufacture as well as all expenses and profits of distribution until the merchandise is acquired by the retailer.

With the study of efficient merchandising methods contributing so greatly to the successful operation of a retail establishment, there is an encouraging eagerness displayed by many retail store owners to have authoritative expense figures with which to achieve the results for which they are intended: that is, economies in merchandising by attempting to reduce their expenses to the level with—or even lower than the common figures reported.

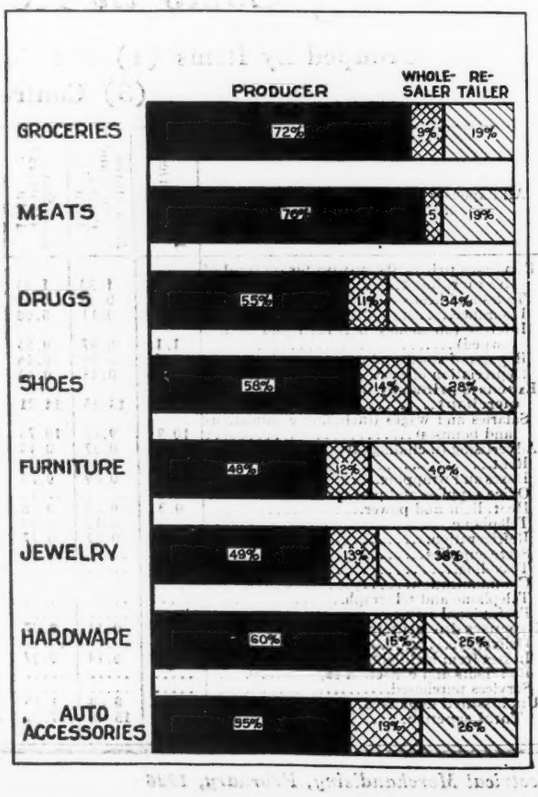
Division of Wholesaler's Margin

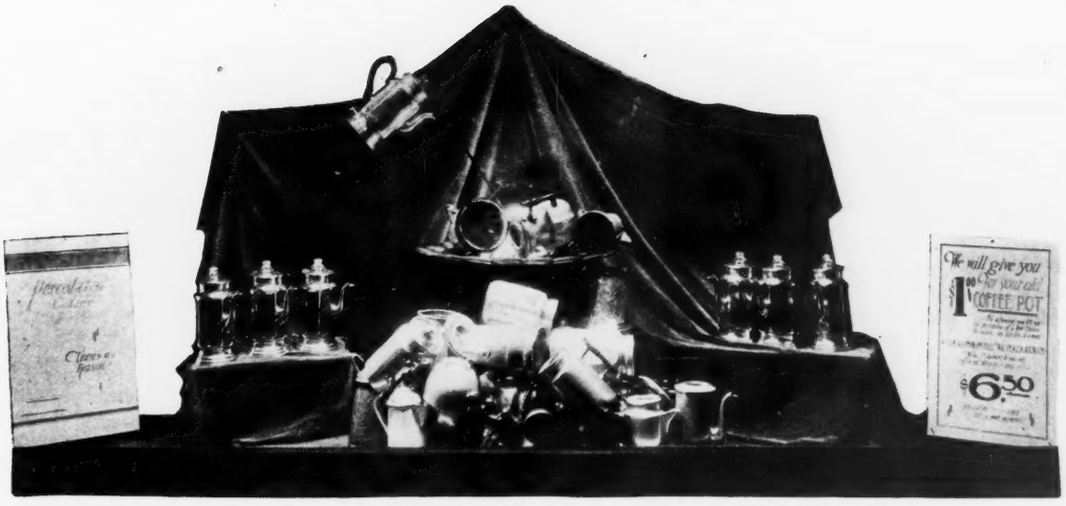
Among Various Expenses and Profit



Division of Consumer's Dollar

Among Producer, Wholesaler, and Retailer





How window displays were made to tie in with the percolator campaign is shown in the display put on by the Empire District Electric Company during its recent campaign. Some of the old coffee pots discarded by new advocates of the electrically-percolated coffee idea are incorporated in the display and the "everflowing" coffee lends the always-interesting element of mystery to the window.

Planning a Percolator Campaign

Here Are Some "How To" Experiences from Four Central Station Campaigns Which Sold a Total of 3,750 Electric Coffee Makers

FROM the number of successful percolator campaigns that have been put on by central station companies within the past year or two, it is certainly apparent that the percolator is a campaign appliance as well as a 12 months staple. Surveys show that of the homes wired in this country, only 13 per cent of them have electric percolators. The opportunity is obvious.

"In choosing the electric percolator as a campaign appliance," says G. W. Rauch of the Empire District Electric Company, Joplin, Mo., which has recently closed a percolator campaign, "there were many reasons entering into the decision:

Reasons for Selecting Percolator for Campaign

"First—In keeping check we found that our property was iron-saturated, that we sell irons readily as new customers are added, plus a small per cent that takes care of replacements. An iron campaign, therefore, though a popular campaign appliance, would be a waste of time, as our estimates call for a one hundred per cent increase each year.

"Second—Of the percolators that are already in homes, many of them are of the high-priced, decorative type and are therefore merely on display and seldom used except for parties or special occasions. For real load building, a popular-priced percolator that will be in continuous service, must be used.

"Third—Eighty per cent of the homes use coffee at least once a day, so the percolator is in daily use.

"Fourth — Many people do not realize the difference between percolated and boiled coffee. Many housewives, too, do not really know how to make good coffee, so that if a good demonstration is given and coffee actually made in the electric percolator, the housewife will be favorably impressed with results obtained from electric coffee making.

NOT more than thirteen per cent of the wired homes in this country have electric percolators. The opportunity is obvious.

Eighty per cent of the homes use coffee at least once a day, so the percolator is in actual daily use.

It is a good revenue-producer of off-peak business.

"Fifth—The electric percolator can be operated as economically as a gas percolator, based on average rates.

"Sixth—An electric percolator used daily is a good revenue producer of off-peak business that may be had if 'gone after.'"

Free Package of Coffee Gets Women's Interest

"In planning this campaign we consulted one of our local coffee roasters who agreed to furnish free as many ¼-lb. packages of best grade coffee as were needed, providing proper demonstration of the coffee was made and packages left in the homes. At a sales meeting the salesmen were instructed how to make good coffee. The necessity of geting into the home was impressed upon them so that a pot of coffee could be made in the presence of the housewife. The men were instructed *not to talk percolator* at the door, but to talk coffee instead. Khaki bags were furnished to cover the percolators so the housewife could not see the appliance until the salesman was in the house.

"The average housewife, of course," continued Mr. Rauch, who planned the campaign, "believes she knows how to make good coffee and

it requires a great deal of tact on the part of the salesman to show her the proper way to make percolated coffee and its superiority to boiled coffee.

"As the American people are always ready to get something for nothing, the ¼-lb. package paved the way for the salesmen to get in the home and make demonstrations. Each salesman was given a quota and the number of demonstrations and calls were recorded each day.

Our campaign came up to our expectations as our quota was sold in fifteen days' time. Five hundred percolators at $6.50 each were sold on terms of fifty cents cash and one dollar a month. Coffee manufacturers commended us and said it was the best demonstration they had ever had. We have had several requests from coffee merchants asking that we use their coffee when we repeat this campaign."

$1 Allowance on Old Pot

"One Dollar for Your Old Coffee Pot" was the slogan adopted by the Utah Power & Light Company at Salt Lake City during its recent percolator campaign when more than thirteen hundred percolators were sold in one month. The campaign was conducted along lines similar to campaigns conducted by the company on other appliances and, although it was the first of its kind, was highly successful.

A $7.50 percolator was selected and was sold at a special price of $5.75, with an allowance of $1 for the old coffee pot, making the net price $4.75.

Combination Appliance Offers Sells Percolators

The slogan was prominently featured in newspaper advertising, direct-by-mail and window display with the result that in all of the company's nine divisions there was a deluge of old coffee pots turned in on the new percolators. Terms of $1 down, with or without the old coffee pot, the balance being payable in three equal monthly payments were in effect and proved very attractive.

In a campaign conducted by the United Electric Light & Power Company of New York City, combination offers of table cookery appliances were featured. One offer consisted of a $5.95 percolator, a $12 waffie iron, a $5.95 toaster and $1.50 triple tap—$25 worth of appliances for $17.75. Another offer included a percolator, waffie iron and triple tap for $15.85, still another of percolator, toaster and triple tap for $11.75. During the month of September, 1925, when this campaign was held, 550 percolators were sold. In another campaign put on by the United Company, a $15 percolator for $7.95 was featured for a period of thirty days at terms of 95c. down and one dollar a month, or with a discount of five per cent for cash.

That New Jersey housewives are firm believers in the idea of electrically - percolated coffee is evident from the report of a percolator campaign put on by the Public Service Electric & Gas Company of New Jersey. During this campaign 1,400 percolators were sold. A popular-priced percolator was featured and a pound of coffee was given away with each percolator sold.

By arrangements made with a chain of grocery stores operating in the Public Service territory, the percolator offer was advertised in all the stores of this chain and coupons issued by the Public Service Company for one pound of coffee were redeemed. With each percolator sold a coupon entitling the bearer to one pound of coffee of any brand, was issued by the company and the coffee delivered at any of the chain stores upon presentation of the coupon.

The plan proved very satisfactory in many ways. It proved an excellent goodwill item, for the local chain stores felt that the electric company was co-operating in bringing them business and it was successful in familiarizing the public with the electric percolator and in popularizing percolated coffee.

For the next thirty days only~
50¢
DOWN
A $10.50 Nickel Plated Copper Electric Percolator for $7.95
It has been our privilege to sell electric percolators for years, but we have never been able to quote as low a price for one of quality make as in this instance.
Good coffee isn't a matter of special skill or of good luck when you own an electric percolator. It is the rule without exception. The continual automatic percolation of the water until the coffee has reached the strength at which you like it best makes a uniformly good coffee.
If you desire to possess one of these attractive percolators on very easy terms here is your opportunity.
95c Down and a Dollar a Month
are the special terms our customers may have for the next thirty days.
The percolator is of substantial construction and of unusually graceful lines. It is made of copper and is heavily nickel plated. Its capacity is six full cups.
The first payment is collected when the percolator is delivered. The subsequent payments are added to your lighting bills at the rate of only $1.00 a month.
Detach and use the accompanying order blank, and avail yourself of this simple, convenient and unannoying method of purchase and payment.
THE PUBLIC ELECTRIC SHOPS,
Main and Broadway
Free!
BEST COFFEE
To make perfect coffee right from the start we are giving absolutely free a pound of famous coffee with every percolator.
Send the coupon or call at our store TODAY
COUPON
Gentlemen:
Please send me an Electric Percolator with the one pound of Coffee free. I will pay the driver 95 cents and the balance of $7.00 with my light bill each month. I agree that the Percolator remains your property until fully paid for.
Name
Address

By the use of broadsides such as this, mailed to prospects or enclosed with electric bills, much interest and enthusiasm can be aroused during a percolator campaign. The easy terms are sure to appeal to even the most inflexible-budgeted housewife.

726,223 Electric Washers Sold in 1925

Figures given out at the annual meeting of the American Washing Machine Manufacturers' Association, Chicago, January 20, show, for 1925, an increase of 114,159 electric washers sold over the year 1924. The detailed figures for the two years follow:

	1924 Total	1925 Total	Percentage of Gain
Hand power	82,334	92,758	12.8
Water power	17,562	20,773	18.2
Gas and engine	16,933	35,745	111.0
Electrics	612,064	726,223	18.6
Total	728,893	875,499	20.1

Retail Value	1924	1925
Hand machines	$1,811,000	$2,000,000
Water power	526,000	620,000
Gas and engine	1,608,000	5,150,000
Electrics	87,320,000	103,500,000
Total	$91,265,000	$111,270,000

Distribution measured in percentages of retail value

To jobbers	28 per cent
To dealers	71½ per cent
Direct to consumer	½ of 1 per cent

Of the jobber distribution: Seventy per cent went to electrical jobbers; 25 per cent to hardware jobbers; 1 per cent to implement jobbers, and 4 per cent miscellaneous, including mail order houses.

Of the dealer distribution: Nineteen per cent went to central stations; 5 per cent to electrical contractor dealers; 38 per cent to specialty dealers; 20 per cent to hardware dealers, 17 per cent to department stores, ½ of 1 per cent to furniture dealers, and ½ of 1 per cent to miscellaneous.

The greatest gain in dealer volume was made by central stations and department stores.

Farm Electrification a Co-operative Task

Manufacturers, Universities and Government Departments Working with Central Stations—Must Be Done on Economically Sound Basis

By JAMES E. DAVIDSON
President, National Electric Light Association*

WE OF the electric-light industry are taking part in a great national divorce involving nearly every farm-house in America. It is up to us, in co-operation with the farmer and the electrical manufacturer, to divorce back-breaking,health-wrecking, drudgeries from the farm homes, and to make living and labor pleasant enough to induce our young men to remain there instead of flooding the cities with good farmers. It is one time when everyone connected with a divorce has an agreeable task.

The farmers' families desire the same conveniences as their city cousins. They want proper light to read and work by. The farmers do not want their wives and mothers to break their backs over the old wash-boiler, and with the broom. They want electric washing machines. They want less muscle strain and more equipment operated by electricity.

This question of electrifying farms is not a new one to our industry. Since the establishment of the first electric light we have been trying to find a way of doing so on a sound financial basis, both to the farmer and the industry. The electric utilities are just as anxious to furnish electric service to the farmers as the farmers are to receive it.

More Than 300,000 Farms Now Electrified

And we are on our way for there are now more than 300,000 farms in the United States being furnished electricity from electric power and light companies. In order to hasten the great day of farm electrification, many experimental rural lines are being scientifically operated. These lines are located in fourteen states including New York, Minnesota, Kansas, Wisconsin, Iowa, and California.

The results of these especially constructed lines, the expense of which in nearly every instance, is being borne by the electric light industry, are being tabulated and published for general use of the public and the power and light companies.

The farmer wants electric service but he wants it at a price he can afford to pay and does not want his government, the people generally, and the electric light companies, to give him alms or charity.

The electric light companies want to furnish him service, more than for mere profit-making for they realize it is their solemn duty and obligation to furnish electric service to everyone possible. But still, the power companies must and should receive a fair return on the value of their properties. They owe that much, at least, to the three millions of holders of their securities.

Work Must Not Be Pushed Too Fast

The industry has co-operated closely with the farmers in attempting to solve this rural problem. Joint commissions composed of representatives of agricultural colleges, farm organizations, electric light companies, departments of our government and electrical manufacturers are co-operating, studying, working, and investigating in connection with the experimental rural lines.

The farmer representatives and the professors of agricultural colleges who are members of these commissions appreciate the problem and know that we are doing everything within our power to hasten the day of the electrification of the farm—but they are patient for they realize that if this work is carried on without proper guidance and thinking, economic disaster will result and the work will then be thrown back many years.

They feel that the farmer should wait until the engineering scholar and the scientist say "Go," instead of moving forward on the snap judgment of professional critics who have no prestige or finances at stake.

Various Ways in Which the Farmer Can Aid

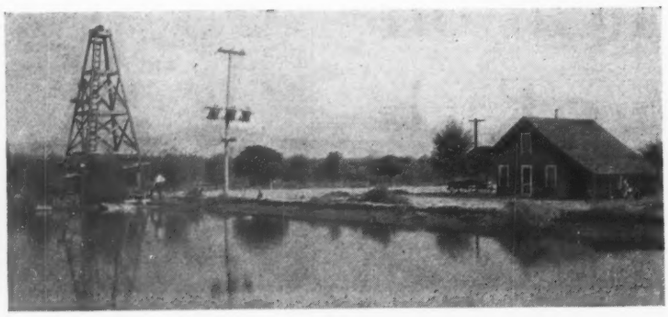
We of the electric light industry, must do our best to hasten electricity to the farm; the farmer must be willing to accept and use our service to the extent where it is an economical success; the manufacturer must make it possible for him to do so by furnishing him with equipment adaptable to electrical service.

In moving toward a proper solution of this problem, the farmer can aid: by insisting on rural electrification study in agricultural colleges; by welcoming and encouraging tests; by watching and studying the results of these experimental lines; by developing sentiment in favor of fair treatment for electric light companies so this work can be carried on rapidly; by spreading the gospel of electric service.

The manufacturer in carrying out his part of this work, must spend money, time and energy in producing equipment which can be adapted to electrical service on the farms.

The electric light companies must take part in every program to hasten this great rural electrical day. They must continue spending their time, money and energy in carrying on

*From an address delivered before the Nebraska Section, N.E.L.A.



A Divorce that Involves Every Farm-house in America

"We of the electric-light industry are taking part in a great national divorce involving nearly every farm house in America. It is up to us to divorce back-breaking, health-wrecking, drudgeries from the farm homes."

tests and in the building of rural experimental lines.

Rural Electrification Depends Upon the Farmer

But, in the final analysis, the question rests with the farmer. He will decide whether or not electricity is to be used in agriculture. If he creates proper sentiment, making these experiments and other expensive tests possible and if he uses the energy when it arrives at his door to the extent that it is an economic success, it will not be long before a majority of our farms will be electrified.

Electrification Will Abolish "Blue Monday"

And when this great day of rural electrification arrives "Blue Monday" on the farm will be abolished just as it has been and is being abolished in the city. Then, on the farm, electricity will percolate the coffee and toast the bread for the "reasonable-hour" morning breakfast; it will cut and grind feed; milk the cows, churn the butter and separate the cream; it will clean the house, preserve food in the refrigerator and make ice; wash and wring the clothes; it will saw wood; it will lift and carry the water and do the other heavy, back-breaking work. And as it does this work, beautiful music will come from the radio receiving set. "Blue Monday" and all the other days of the week will be happy ones for the farm wife.

It will be a great day, indeed, for America.

The Use of Power in Farming*

By W. M. JARDINE
Secretary of Agriculture

If the farm work which was done in 1924 had been performed in the manner which was the rule in 1850, thirty million workers would have been required to do it. Actually the work on our six and one half million farms last year was done by about ten and one half million workers who employed close to fifty million primary horse power at a cost of approximately $3,000,000,000.

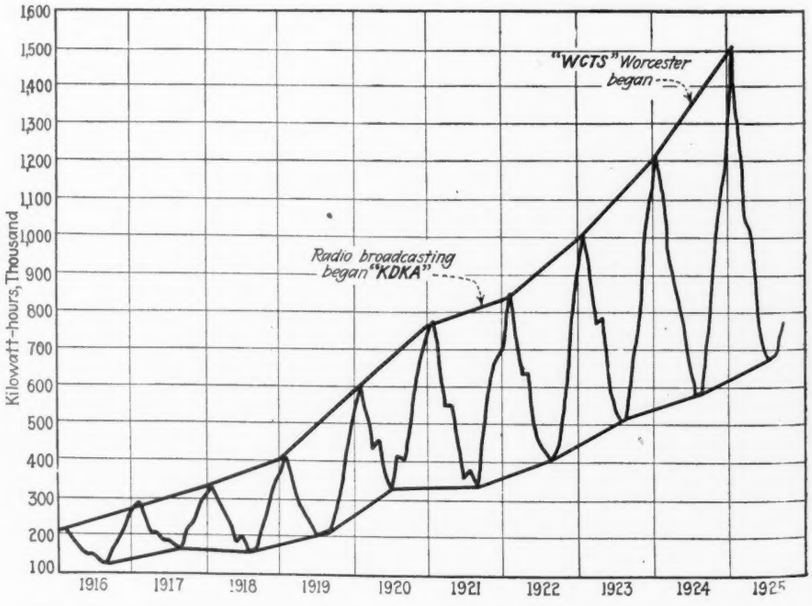
The substitution of power for human effort has undoubtedly had a marked influence upon progress in all civilized countries, particularly in the United States. The standard of living on farms in the United States is as high as anywhere in the world. If this standard is to be maintained or improved the equipment on our farms must be made as efficient as it is mechanically and economically possible to make it, and in considering new and increased uses of power it must be borne in mind that the farm organization is peculiar.

The use of mechanical power in agriculture began about 1870. It progressed but slightly until 1890, when the use of steam engines for threshing began to increase rapidly. The use of gas engines also commenced at about this time, while the beginning of the utilization of electric power followed a few years later.

In the period from 1890 to 1924, the primary horsepower used on farms practically doubled while the area in crops increased only about 50 per cent. It is interesting to note that while the amount of animal power used has increased but slightly during this period, the amount of mechanical power used has increased from less than two million horsepower in 1890 to about twenty-eight million in 1924.

*From an address delivered before the National Electric Light Association.

Residential Service Gains Fastest in Winter



The use of electricity in residences on the lines of the Worcester, Mass., Electric Light Company has increased much faster of late during the winter, according to the above diagram, than in the summer. This acceleration is attributed to the larger use of appliances and to long-hour burning of lamps necessary in the present enthusiasm for radio reception in the home.

Doing a $100,000 Business on a Capital of $6,000

Some of the Things That Have Helped This Los Angeles Dealer Build Up a Successful Business

BY CONCENTRATING his efforts on store sales alone, A. W. Gonnerman of the Electric Appliance Shop, Los Angeles, has built up an attractive electrical merchandising business which shows the satisfying record of a sixteen-times turnover in the year.

Standard lines of national reputation only are carried, and absolutely no departure from this ruling is made. This means that every article in the store is salable and that every article, when sold, is calculated to build up, rather than to injure, the reputation of the business.

No house-to-house salesmen are used and no cut prices or special sales are ever indulged in.

Especial care is taken in stock records and in bookkeeping, and much of the success of the store is credited by Mr. Gonnerman to the fact that it was possible for him to check up on the profits from any transaction at any time, and that it was always clear exactly where the business stood from a monetary standpoint. A bookkeeping machine is used and a balance drawn daily.

Contracting work is confined to commercial jobs, the more hazardous field of house wiring and the industrial work being left to other more speculative ventures. A regular crew of wiremen is maintained and is kept busy at all times with no intervals of unemployment. This is made possible by the fact that the business is limited to that readily handled in a normal period and no effort is made to secure jobs at a boom time beyond the capacities of the crew.

Jobs Figured on a Time and Material Basis

The fact that no floating help is employed has made for infrequent help turnover and in consequence, exceptional efficiency on the part of employees. All jobs are calculated on a time and material basis and must show a profit.

Among the details of the store practice which have made for success are the pneumatic tube system, which saves time for clerks and customers alike, the neat and attractive arrangement of merchandise in the store and the care taken with window displays. Especial attention has been paid to the lamp department. An original lamp tester has been designed and constructed within the store which gives great satisfaction with all forms of lamps, including double contact automobile lamps and flashlight lamps. A feature has been made of extension cords which are made up and boxed attractively, so that the customer buys a finished product, rather than one that is apparently made up before his eyes. The boxing costs but two cents extra and makes a favorable impression which has done much to increase this business.

Repair Department Source of Many Prospects

The repair department is conducted as a separate department, and as such has always showed a small profit. Mr. Gonnerman attributes the success of this work to the fact that no estimates on repair work may be made by anyone other than the man in charge of the department. This insures a thorough knowledge of each job and no misunderstanding on the part of the customer. The satisfaction given through this work has brought many people into the store and laid the foundation for a later profitable relationship.

A service or repair job which has been done to the complete satisfaction of the customer in a reasonable time and at a reasonable charge is one of the best advertisements.

At the end of each year, the balance for the fiscal period is drawn and then a division of profits is made to all employees, after suitable provision has been made for the expansion and development of the business.

An alert and yet conservative policy in merchandising, with only quality merchandise and reliable business handled, combined with a record of fair dealing both within and without the store, have been the foundation of the company's success.

The attractive layout of the Electric Appliance Shop, Los Angeles, Cal., where A. W. Gonnerman has built up a business of $100,000 in store sales alone. He carries standard lines only and never indulges in cut prices or special sales.

Taking Time to Sell 'Em Right

Policies Which Have Sold 2000 Suction Sweepers for Tulsa, Oklahoma, Dealer

By ENOCH LUNDQUIST

PURCHASERS of electric cleaners from the Dodge Electric Company of Tulsa, Oklahoma, are satisfied *users* of electric cleaners. And *users* are *boosters*. The users' friends buy the same make of cleaner —from Dodge. Every third cleaner sold by this firm is sold to a person to whom the suction sweeper salesman has been sent by a user. This unusual evidence of customer Good Will, according to J. W. Dodge, president, is due to "taking the time to sell 'em right."

"Take time to sell it right" might well be said to be the watch-word of this cleaner department which has sold, in a little over four years time, over 2,000 suction sweepers—more than $150,000 worth of cleaners and attachments. In view of this accomplishment, the Dodge Electric Company's cleaner department is worthy of attention.

Concentration on One Make

Only one make is handled. This policy naturally permits operation on a low merchandise investment. But equally important, perhaps more important, the policy of concentration makes it possible for the Dodge Company to give its positive and absolute endorsement as best, in both the printed and spoken word, to the well and favorably-known cleaner it handles.

When the cleaner was first taken on, in 1921, it was just one item of a large stock of merchandise. Any and everybody sold it but no one person felt himself responsible for it. It soon became evident that the surest way to get volume was to assign someone to selling cleaners alone, and to make that one, or those salesmen, personally (financially) interested in each sale. So the co-operative plan was adopted by which the manufacturer's district manager provided the Dodge Company with salesmen specially trained for the job. The daily work of these men is planned by the district manager and they are supervised by him. Immediate and splendid results followed.

Constant study and planning to improve the salesmen's work led to another forward step in 1925, the aim of which was to secure thorough and practically constant coverage of the city. A review of the individual salesmen's work showed that the best man had canvassed, or otherwise established contact with, an average of 1,500 homes during each year.

Loss of Time Caused by Scattered Calls

But his calls, as those of each man, had been scattered all over Tulsa and considerable loss of time had thereby resulted. So it was decided that 25 per cent more work could be done if each man's work was localized. Tulsa was accordingly divided into six districts of approximately 2,000 wired homes each. His district became the salesman's exclusive territory, with sales in it protected for him, but he was also made responsible for its development.

As in every other activity, whether it be building, bookkeeping or what not, results are in direct proportion to the amount of proper effort put forth. The year's work of establishing contact with 2,000 wired homes may seem small (or large) to the salesman but it cannot be done at all unless a definite amount of work is done each day. So the year's quota was reduced to monthly, weekly and daily quotas. Because some homes would be called on more than once during the year, the quotas were set at fifty homes per week, eight per day. This has resulted in one, sometimes two demonstrations per day for each man. And sales have been about 3 per week for each man since the work was localized.

Early in its merchandising experience, the Dodge Electric Company found that the reason electric clean-

ers are not in universal use was because women, individually, did not understand their need for this appliance.

"Take time to sell it right," as both slogan and policy, dates back to that time. The Dodge salesmen, when they get into a home to demonstrate the cleaner, do it so thoroughly that the prospect realizes her need.

The first step in the demonstration has to do with floor coverings, the salesman explaining and showing the peculiarities of weave which make carpets and rugs into lawns of soft wool.

The next step is the description and classification of dirt into the three types that are usually present in all carpets. After this the salesman proves to the prospect, with her own cleaning tools, that old fashioned sweeping methods are inadequate. At this point, and not until then, he brings his cleaner into the demonstration, showing how it, thoroughly, satisfactorily, performs its task at a saving of time and effort.

The salesman takes his time because there is so much ground to cover. The demonstration often takes an hour and concludes with carefully instructing the purchaser in the care of her newly-bought cleaner. In leaving, the salesman says, "You no doubt have friends who should learn, as you now have learned, how this home servant cleans thoroughly, how it saves time and labor, preserves carpets and safeguards health. May I have their names now?"

Leads from Customers

Oftentimes, the salesman secures the names of the purchaser's friends at this time. More often he secures such names after the new owner has used her cleaner a week or two when a call-back is made to assure the salesman that the owner fully understands the use and proper care of her cleaner.

The salesmen call back, not once but often. As a result there are no idle cleaners among those that Dodge has sold—each cleaner works for the owner and works for Dodge.

Reducing Turnover of Sales Help

Another decided advantage that results from "taking time to sell it right" is that the salesmen actually sell more than is the case with men who do a hurried, incomplete job of demonstrating. The men's individual earnings are greater; the turnover of selling help is consequently smaller.

A well-planned and properly conducted outside program carries with it still other benefits, the Dodge Company's experience shows. One of these is consistent volume throughout the year, and this enables the establishment of a buying policy that helps bring a good turnover. Last year the cleaner department turned 8.1 times.

Sales Volume Well Spread Thruout Year

The year's sales, in the relation of each month to the whole, were:

	Per Cent		Per Cent
January	7½	July	4
February	5	August	8
March	7	September	5
April	9	October	7½
May	14	November	10
June	10	December	13

These figures show a well spread volume, 66 per cent of which was secured entirely independent of store leads. Eighty-seven per cent of the cleaners were sold on time and 285 new customers, practically half of those who bought cleaners last year, were put on the books. As stated earlier, nearly 200 cleaners were sold last year to those whose names had been given to the salesman, or whose names had been mailed in, by users—the dealer's greatest advertising asset.

This use of the customer to establish new prospects for appliances is by no means new. It is one of the oldest and most proven of selling aids and every dealer who is doing an appliance business is alive to the benefits of such customer selling cooperation. In the emphasis on taking a proper amount of time to really sell the customer, however, Dodge has shown some very real merchandising thinking and this policy or slogan when passed on to the salesmen and made a part of their training produces cash results in more sales, and lowered selling cost.

Don't Hurry the Prospect

There are undoubtedly more sales lost than many salesmen realize simply because the salesman is thinking more about getting the customer to sign than he is about selling her. Every salesman should keep in mind the fact that his prospect is not interested in the cleaner for the same reason that he is. He is interested in getting the signature and the commission. The customer is interested in a housekeeping device.

Because she sees it as a helper which she will use for years she does not like to be hurried in making her decision. She may be inclined to be skeptical of what the salesman tells her and for that reason she should try the cleaner herself.

She wants the most value for her money and she wants to be sure she is getting it. Consequently to take all the time necessary to convince her on all counts is the best kind of salesmanship.

Increased Salesmen's Efficiency 25 per Cent by Localizing Work

A REVIEW of the individual salesmen's work by the Dodge Electric Company of Tulsa, Oklahoma, showed that they had established contact with an average of 1,500 homes during the year.

It was decided that 25 per cent more work could be done if each man's work were localized.

Tulsa was accordingly divided into six districts of approximately 2,000 wired homes each. His district became the salesman's exclusive territory, with sales in it protected for him, but he was also made responsible for its development.

The year's quota was then reduced to daily quotas.

Customers Using Electricity in the United States

Segregated As to Light and Power, Voltage Used, and Residential Customers of Companies Which Merchandise

State or Section	Central-Station Customers by Types of Energy Users								Central-Station Residential Customers by Voltage Used Jan. 1, 1926					Residential Customers of Central-Station Companies Which Merchandise Electrical Appliances
	Residential Lighting Customers		Commercial Lighting Customers		Industrial Power Customers		Total Customers		110 Volt A.C.	115 Volt A.C.	120 Volt A.C.	Other Voltages A.C.	Miscellaneous Voltages D.C.	
	Jan. 1, 1925	Jan. 1, 1926	Jan. 1, 1925	Jan. 1, 1926	Jan. 1, 1925	Jan. 1, 1926	Jan. 1, 1925	Jan. 1, 1926						
United States	13,406,777	14,532,930	2,588,983	2,781,280	570,844	622,950	16,566,604	17,937,160	7,624,660	3,723,470	1,690,130	1,069,150	425,520	8,798,680
New England	1,207,530	1,318,700	244,320	264,330	49,282	53,100	1,501,132	1,636,130	796,480	204,100	109,740	207,170	1,210	865,151
Middle Atlantic	3,096,802	3,461,300	669,168	728,900	106,902	116,180	3,872,872	4,306,380	2,180,890	316,510	368,440	237,590	357,870	1,546,408
South Atlantic	894,902	966,700	190,368	203,440	39,575	43,370	1,124,845	1,213,510	409,600	278,570	179,840	98,380	310	514,882
East North Central	3,535,823	3,829,600	612,063	656,300	132,872	133,550	4,271,758	4,619,450	1,357,140	1,786,090	387,470	279,100	19,800	2,434,820
West North Central	1,475,953	1,565,850	279,438	291,750	63,250	67,650	1,818,641	1,925,250	769,300	552,160	190,850	19,500	34,040	1,178,814
East South Central	453,782	498,500	89,657	96,670	22,917	24,700	566,356	619,870	289,780	199,190	340	2,130	7,060	301,298
West South Central	814,118	861,650	142,863	150,610	34,362	38,360	991,343	1,050,620	655,430	55,500	119,830	26,450	4,340	452,491
Mountain	449,872	464,330	69,422	73,250	20,784	22,420	540,078	560,000	255,600	187,510	8,520	9,970	2,730	369,948
Pacific	1,477,995	1,566,300	291,684	316,030	109,900	123,620	1,879,579	2,005,950	910,440	143,840	325,100	186,760	160	1,069,868
New England														
Maine	140,480	152,000	33,280	36,400	6,726	7,340	180,486	195,740	103,700	6,060	41,200	0	1,040	110,192
New Hampshire	57,420	63,200	12,930	13,830	3,159	3,350	73,509	80,380	22,510	5,280	33,130	2,280	0	38,912
Vermont	55,310	59,600	12,260	13,100	2,767	2,930	70,337	75,630	32,660	26,140	0	800	0	24,836
Massachusetts	628,030	686,000	125,060	137,700	23,234	25,450	776,324	849,150	507,770	133,140	35,410	9,510	170	411,296
Rhode Island	86,030	95,500	18,090	18,350	3,482	3,660	107,602	117,510	24,340	5,880	0	65,280	0	88,151
Connecticut	240,260	262,400	42,700	44,950	9,914	10,370	292,874	317,720	105,500	27,600	0	129,300	0	191,764
Middle Atlantic														
New York	1,411,760	1,554,800	373,603	405,000	51,865	55,800	1,837,228	2,015,600	695,000	124,500	366,780	13,300	355,230	1,122,108
New Jersey	563,160	659,000	107,180	126,000	19,914	22,380	690,254	807,380	615,640	36,010	0	6,880	470	39,468
Pennsylvania	1,121,882	1,247,500	188,385	197,900	35,123	38,000	1,345,390	1,483,400	870,250	156,000	1,660	217,420	2,170	384,832
South Atlantic														
Delaware	21,112	23,300	5,602	5,800	776	845	27,490	29,945	22,850	450	0	0	0	2,272
Maryland	163,060	180,700	27,270	28,650	4,205	4,635	194,535	213,985	16,640	16,000	147,290	540	230	141,716
District of Columbia	59,000	65,000	19,400	20,450	2,665	2,900	81,065	88,350	0	0	0	65,000	0	65,000
Virginia	118,050	127,200	15,474	16,380	7,910	8,520	141,434	152,100	52,100	58,950	8,100	8,050	0	44,025
West Virgina	88,530	95,300	20,126	22,400	4,058	4,390	112,714	122,090	31,700	61,370	2,230	0	0	57,300
North Carolina	127,170	137,700	31,364	35,000	6,793	7,760	165,327	180,460	77,740	58,750	0	1,210	0	76,631
South Carolina	68,660	71,600	16,316	16,630	2,804	2,950	87,780	91,180	19,290	28,590	380	23,340	0	23,518
Georgia	127,234	133,700	27,150	27,550	6,319	6,770	160,703	168,020	78,560	54,350	470	240	80	72,312
Florida	122,086	132,200	27,666	30,580	4,045	4,600	153,797	167,380	110,720	110	21,370	0	0	96,108
East North Central														
Ohio	910,423	1,012,000	141,220	156,000	23,265	25,530	1,074,908	1,193,530	215,500	786,000	3,530	2,820	4,150	344,090
Indiana	405,785	435,000	62,085	67,000	17,958	19,570	485,828	521,570	202,880	165,180	22,150	42,610	2,180	266,412
Illinois	1,220,390	1,300,000	231,314	240,400	39,773	42,150	1,491,477	1,582,550	345,100	758,420	1,700	192,300	2,480	939,397
Michigan	663,121	723,000	108,514	118,500	23,396	24,850	795,031	866,350	485,170	34,130	196,000	5,930	1,770	588,384
Wisconsin	336,104	359,600	68,930	74,400	19,480	21,450	424,514	455,450	108,490	42,360	164,090	35,440	9,220	296,537
West North Central														
Minnesota	370,838	395,000	63,099	65,600	16,613	17,940	450,550	478,540	136,800	174,600	77,200	800	5,600	215,544
Iowa	264,564	278,250	54,371	56,750	13,732	14,500	332,667	349,500	193,080	77,250	980	1,500	5,440	243,784
Missouri	397,410	427,900	83,113	87,000	13,116	14,220	493,639	529,120	90,100	227,640	105,280	3,070	1,810	416,144
North Dakota	32,210	33,200	7,373	7,650	1,578	1,700	41,161	42,550	18,210	1,150	3,890	560	9,390	28,805
South Dakota	47,194	48,600	10,202	10,600	3,624	3,840	61,020	63,040	23,710	19,580	180	2,510	2,610	33,325
Nebraska	130,650	136,300	22,635	23,550	6,455	6,810	159,740	166,660	117,640	6,540	2,000	3,840	6,280	121,156
Kansas	233,087	246,600	38,645	40,600	8,132	8,640	279,864	295,840	189,760	45,400	1,320	7,210	2,910	120,056
East South Central														
Kentucky	150,702	163,600	32,086	34,400	7,969	8,600	190,757	206,600	127,930	32,420	0	1,050	2,200	144,864
Tennessee	160,030	179,000	28,803	30,700	8,293	8,700	187,126	218,400	108,190	68,190	0	1,080	1,540	66,062
Alabama	99,930	111,400	19,300	21,600	4,436	5,040	123,756	138,040	17,860	90,700	340	0	2,500	73,684
Mississippi	43,120	44,500	9,378	9,970	2,219	2,360	54,717	56,830	35,800	7,880	0	0	820	16,688
West South Central														
Arkansas	88,790	92,300	16,270	17,250	3,121	3,340	108,181	112,890	80,390	5,240	0	4,750	1,920	65,684
Louisiana	94,860	98,050	22,598	23,960	4,865	5,200	122,323	127,210	33,530	6,410	53,050	4,460	600	75,152
Oklahoma	172,158	180,800	28,122	29,600	9,387	11,400	209,667	221,800	153,730	16,350	0	10,620	100	31,498
Texas	458,310	490,500	75,873	79,800	16,989	18,420	551,172	588,720	387,780	27,500	66,780	6,720	1,720	280,157
Mountain														
Montana	60,731	62,950	11,976	12,770	3,297	3,510	76,004	79,230	47,920	8,120	190	6,240	480	54,112
Idaho	48,321	50,800	11,203	11,830	1,887	2,000	61,411	64,530	9,550	37,880	3,220	110	40	37,728
Wyoming	27,290	27,400	3,331	3,360	1,265	1,280	31,886	32,040	18,790	7,580	950	40	40	14,056
Colorado	146,670	150,800	21,900	23,000	8,140	8,910	176,710	182,710	119,750	24,540	1,510	4,830	170	148,080
New Mexico	19,550	20,400	3,334	3,550	942	1,000	23,826	24,950	16,170	2,900	1,330	0	0	13,224
Arizona	29,090	30,550	4,775	5,190	1,776	1,930	35,641	37,670	23,970	6,580	0	0	0	22,137
Utah	104,630	107,800	10,774	11,310	2,936	3,210	118,339	122,320	7,100	98,630	1,320	250	0	72,067
Nevada	13,590	13,630	2,129	2,240	542	580	16,261	16,450	12,350	1,280	0	0	0	8,544
Pacific														
Washington	248,160	266,500	41,981	45,500	13,954	17,370	304,095	329,370	15,420	73,180	175,970	1,770	160	207,506
Oregon	137,943	145,300	22,063	23,530	7,739	8,400	167,745	177,230	4,100	10,190	127,020	3,990	0	141,218
California	1,091,892	1,154,500	227,640	427,000	88,207	97,850	1,407,739	1,499,350	890,920	60,470	22,110	181,500	0	721,144

Central Station Commercial Men Show Keen Interest in Lamps

Midwinter Meeting of N.E.L.A. Commercial Section Committees Has Large Attendance—Sub-Committee Takes Merchandisers Through Lamp Showing at Furniture Mart

APPLIANCE and lamp merchandising occupied the center of the stage at the mid-winter meetings of the National Electric Light Association's Commercial Section committees held at the Edgewater Beach Hotel, Chicago, January 14-15. This was the largest gathering that has been seen at any Commercial Section Committee meeting for a long time. Over 200 men were present, including sales managers serving communities located from Boston to San Francisco, from New Orleans to Montreal. The meeting voiced a distinct note of progress and confidence, and the interest centered strongly around the development of residence load.

Lloyd, Heed and Phillips, First Speakers

Chairman E. W. Lloyd in his opening address, reported that a preliminary survey has been made embracing the annual consumption by domestic users of the lines of 300 central stations, that shows an average of but 362 hours which compares very poorly with three outstanding exceptions in territories that report an average use of energy per residential customer of 1,200, 1,440 and 1,650 kw.-hr. per year. It indicates, he said that the outstanding job ahead for the central station commercial department's head is to build up his average residence consumption figure and gain the improvement in load factor and earnings that will result.

T. L. Phillips, Cincinnati, chairman of the merchandising committee, announced a comprehensive program for the coming convention embracing the five fundamental elements of market building. The endeavor of the committee will be to make a graphic presentation before the executives of the industry of the status of the market by a (1) statistical picture of present and possible sales of domestic appliances, (2) the policy which should be followed by central stations in developing this market, comparing results which have been obtained under several well-defined policies now followed by various companies, (3) a clear exposition of the importance of good buying methods from the standpoints of both style selection and economy, (4) the benefits to be derived through improvements in the efficiency of department operation, and (5) reiteration of the fundamentals of selling the domestic appliance market as set forth last year in the committee's report. Under the auspices of the merchandising committee and through the efforts of the sub-committee on "how to buy," invitations were extended by letter to central station sales managers in all parts of the country to gather in Chicago for a special consideration of buying merchandise and particularly portable lamps. The response to this invitation indicates the great and growing interest in lamp merchandise among central stations. This "how to buy" subcommittee sponsored a dinner given by *Electrical Merchandising* on Friday evening, Jan. 15, and a visit to the Furniture Mart on the following morning.

"THERE is much for us to do. Most of the electric light companies in the United States today are selling less than one-half of the kilowatt hours we are capable of producing.

I cannot understand how any electric utility can fulfill its franchise obligations when it fails to merchandise motor-driven equipment and heating devices which are so essential to mankind in alleviating household drudgeries."

James E. Davidson

At the dinner were gathered a large number of representative central station commercial men and the discussion which followed brought out much of practical value and interest.

The first speaker, Mr. E. W. Lloyd chairman of the Commercial Section, stressed the importance of central-station merchandising men studying and adopting the best practices of other merchants in other lines. He brought out that there is no particular "central station merchandising method" distinct from the methods employed by other successful merchants in their lines. Getting the right man on the job was brought out as another important factor in putting more current consuming merchandise on the lines. "Until," said Mr. Lloyd, "we reach the point of saturation, many years ahead of us, the primary thing in merchandising is to get the right man to do the job and this man will usually be found to be one who has had experience in selling merchandise at a profit."

Message from President Davidson Read at Meeting

Earl E. Whitehorne, associate editor of *Electrical Merchandising*, who presided, read the following telegram sent by President Davidson to Mr. Lloyd as his message to the "how to buy" dinner and meeting.

"Although I am not with you who are associated with what I consider the most important part and work of the electrical business, I hope you realize my keen desire for the Commercial Section to place and keep itself boldly in the march of progress of our industry. In this way the N. E. L. A. and its member companies will strengthen commercial activities, make plans and carry them out with ambition and enthusiasm and if we do this we will better serve the public and the security holders of our electric light and power companies.

"There is much for us to do. Most of the electric light companies in the United States today are selling less than one-half of the kilowatt hours we are capable of producing.

"I cannot understand how any electric utility can fulfill its franchise obligations when it fails to merchandise motor-driven equipment and heating devices which are so essential to mankind in alleviating household drudgeries. Yet one-half of our companies are not helping their customers or themselves in this great and important work, which our customers have every right to expect from us. I feel, however, that now our executives have a greater interest and a better conception of our commercial problems. It has been a gradual realization of this necessary and important duty. The full awakening will come from the continuation of your efforts.

"When this great day does arrive and it will, you will have guided the electrical industry to the goal of its greatest success for customer, company and security holder. I congratulate and offer my best wishes to you, Ed Lloyd, and the leaders of this great branch of the electrical industry."

(Signed) J. E. DAVIDSON,
President, N. E. L. A.

Major S. D. Heed and T. L. Phillips, chairman of the Merchandising Committee spoke following Mr. Lloyd.

The principal address of the evening was made by S. J. Ryan, former consulting editor and now merchandising counselor to *Electrical Merchandising*. Mr. Ryan, who is now associated with B. Nugent & Bros., Dry Goods Company, St. Louis, Mo., presented a picture of how the department store buys style merchandise with special reference to lamps.

Dwelling on the fact that these central station men were gathered together for the purpose of considering lamp merchandising and to visit the Furniture Mart to inspect lamp merchandise he pointed out that this corresponds closely to the department store practice. The buyer, in order to have the necessary familiarity with the styles in demand must make at least twice yearly trips to the markets. In department store practice these trips are much more frequent, monthly buying trips being not unusual.

E. A. Edkins of the Commonwealth Edison Company, Chicago, who followed Mr. Ryan, brought out the importance of lamps in decorating and making attractive the electric shop.

Other speakers of the evening were, C. E. Greenwood, Edison Illuminating Company, Boston, Mass.; T. F. Kennedy, H. L. Doherty Company, New York; Herman Hughlin, Federal Profit Sharing Company, Chicago, and G. C. Tandy, Union Electric Light and Power Company, St. Louis, Mo.

This was the first time that any considerable number of central station commercial men had attended one of these semi-annual lamp markets at the Furniture Mart in Chicago. There were about sixty-five central station men in the several groups who took this tour through the market, most of them having remained over in Chicago for this purpose. The general opinion was that the subcommittee had made a very real contribution to central station merchandising in bringing about this contact between central station lamp buyers and an important source of lamp styles and supply.

Coordinated Campaigns on Heating Appliances

A plan for a coordinated campaign of advertising was announced by the special committee of heating appliance manufacturers, which held a meeting in advance of the regular committees under the chairmanship of Mr. Lloyd. It was decided to focus the publicity and sales efforts of the industry behind electric toasters during the coming month of March, and electric percolators in April.

Interest in the wiring committee centered around the controversy which has arisen between the Association of Electragists International and the N. E. L. A. wiring committee on the subject of the "all metal standard," a resolution against which was passed at the last meeting of the wiring committee. It was decided to appoint a special sub-committee and to invite the Association of Electragists and the Electrical Manufacturers Council to appoint similar committees to sit as a joint committee to consider the matter and lay out a course of action in which all branches of the industry may unite in the common interest. In the absence of the chairman of the refrigerating committee, men interested in this subject held an experience meeting with R. R. Young, Newark, presiding. This committee reported under way an investigation of the probable effect of electric domestic refrigerators upon the ice industry which is intended to give guidance to the power companies in their relationship with ice manufacturers.

The completed report of the two years tests on electric ranges which have been conducted in Spokane, Wash. and Boise, Idaho, will be published very shortly by the committee on domestic cooking and water heating and the subject was an active one before the meeting.

Chairman Lloyd announced the rules and qualifications which are to govern the power companies entering the contest for the Hurley merchandising prize of $10,000 which is to be conducted under the auspices of the Commercial Section as follows:

Rules Governing Hurley Award Contest

1. Give details of the plan to be considered as the most constructive contribution toward developing a more effective method of merchandising electrical household appliances at retail. (Note: Submitting a written plan of theoretical procedure is not sufficient. The plan must have had practical application, including at least six months' use in the year 1926.)

2. Give the volume of annual sales of household electrical appliances, in dollars, and the total number of wired homes on the company's distributing system. (Note: To what extent are sales the result of resale crews furnished or maintained wholly or in part by manufacturers, jobbers or others outside central-station organization? Give volume of sales of non-electrical merchandise.)

3. Give the net merchandising profits, based on average capital employed, as represented by average investment in merchandise, receivables, store fixtures and equipment. (Note: Include, in addition to all cost of merchandise, administrative, operating expense, advertising, occupancy charges, exchanges and servicing expense.)

4. Show the increase in kilowatt-hours sold to the average residential customer. (Note: Contestants may submit data to show a consistent policy indicating a constant increase in this average over a period of years.)

5. (a) Show the gain in public good will as a result of the merchandising policy. (b) Show the gain in trade good will in the electrical business, as well as by other retailers, as a result of merchandising policy.

Qualifications

Contestants must be members of the National Electric Light Association.

Prizes will be awarded to companies operating in individual cities or to adjacent groups operated as one system locally.

Contestants shall have been merchandising for a period commencing on or before Jan. 1, 1925, and shall have established at least one store or display room.

The companies winning this award shall disburse the money among the employees of their respective organizations who, in their judgment, have had to do with the development of their merchandising plan and its application, and who have taken part in the preparation of the data submitted in this contest.

In general, the winning plan under this contest shall have shown a net profit, shall cover only the sale of merchandise at retail to consumers, shall have promoted or maintained public and trade good will, and be constructive in effect, for the expansion of sound merchandising, and shall have shown an increase in kilowatt-hours per average residential consumer.

All matter must be delivered at the headquarters of the National Electric Light Association on or before Feb. 1, 1927. All matter shall be inclosed in a blank, sealed envelope, which shall in turn be inclosed in an outer envelope, addressed to National Electric Light Association, 29 West Thirty-ninth Street, New York City, and shall be marked plainly "Competition for Hurley Award," with the name of the contestant plainly shown on this outside envelope, together with the address.

The written matter inclosed in the blank inner envelope must not be in any way marked so as to indicate the identity of the contestant to the judges. As this material is opened the papers will be given a number, which will identify it with the company competing and which will be ascertained by the judges only after the awards have been made.

The "Built-In" Dishwasher

Financed on the House Mortgage in the Case of New Homes, This Attractive Appliance Is Proving a Great Selling Point for Builders

THE development over many years of the market for electrical dishwashers has been carried as a pioneering job by electrical dealers, central stations and manufacturers. That the pioneer stage is past is being strikingly shown by the fact that the dishwasher is now in demand as a "selling feature" of the ultra modern apartment.

The development of the small apartment, where housekeeping is reduced to the minimum and where maids are rendered unnecessary by the installation of modern housekeeping conveniences, has brought the electric dishwasher of the sink type into demand. These apartment buildings are usually built, not to rent, but to sell, on the cooperative tenant-owner plan, and electric dishwashers are an advertised feature. Together with incinerator chutes, automatic refrigeration, built-in kitchen cabinets, and two or more electric convenience outlets in each room, they are the talking points used by the high-powered salesmen.

Bought by the Builder and Financed with the House

Dishwashers for these buildings are bought by the builder, and the important fact is that they are financed as the building is financed.

"Dishwashers for this class of apartment buildings, which, starting in New York, have now spread all over the country, are today being sold with the active cooperation of the plumbing contractor," says Carl M. Snyder, sales manager of the Walker Dishwasher Corporation, Syracuse, N. Y. "Because of the installation, and also because they are a part of a complete sink, the plumber has to be figured in on the sales transaction. Sold in quantity, there is consequently a narrow margin in these sales, and the electrical dealer and central station have so far not been a factor in this business. The services of a specialty salesman are necessary to follow these sales from their origin as a builder's project through the building plans, architect, and plumbing contractor to the signed order.

"The fact that hard-headed builders are using electric dishwashers as a principal feature in such apartment projects is a striking proof that there is a very strong demand from the modern young housewife for this major convenience. You can be sure that if the dishwasher were not meeting with a real response from the buyer of these apartments, the builder would not buy and install them.

"There is a suggestion here that the electrical trade can follow up to its own great advantage. And that is to sell the individual home owner on the installed electric dishwasher when the home is built and finance it on the mortgage just as the bathroom is financed.

Sell Built-in Dishwasher with Wiring and Fixtures

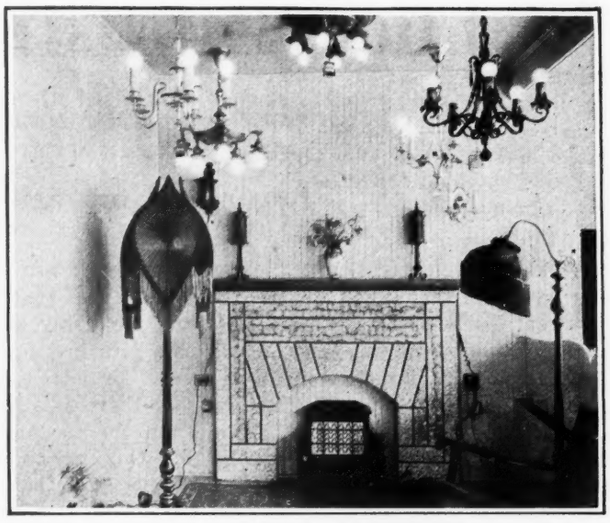
"Some live dealers are doing this now, but the idea can be widely and profitably copied. The electrical man has a contact with the home builder and the architect because he is wiring the house and selling the fixtures. By a natural extension of his sales activity, he can sell a built-in dishwasher at the time he sells the wiring and the fixtures and his sale will be made easy by the fact that the dishwasher is financed with the house just as the wiring and fixtures are financed.

120,000 Sinks Being Sold Every Month

"There are 120,000 sinks being sold per month in this country. That is something for the electrical man to think about. Most of these go into new homes; and with very little increase in the dealer's appliance advertising and sales work a profitable number of these sink sales can be electric dishwasher sink sales. The dealer gets his profit, the home owner gets a great convenience and a definite addition to the value of his home without increasing his immediate outlay, because to return again to the vital point of financing, the dishwasher is carried on the mortgage."

Each month 120,000 kitchen sinks are sold in this country. Most of these go into new homes. With very little increase in the appliance dealer's advertising and sales work, a profitable number of these could be made electric dishwasher sink sales.

The Dining Room Booth



The Living Room Booth

The Booth Plan in Store Arrangement

The Roy Nash Company of Salinas, Cal., Has Introduced Privacy as An Important Factor in Electrical Merchandising

THE house-to-house salesman who actually succeeds in passing the barrier of the housewife's suspicion and in staging his demonstration within the home with her full accord and interest, is in an ideal position to make a sale. He has the advantage of showing his article in the environment in which it is to be used, and at the same time, is freed from the many distractions and interruptions which endanger every sale made under the usual conditions of business down town.

Some of the advantages of this background and this isolation of interest have been secured by the Roy Nash Company, Inc., of Salinas, California, in the electric shop itself by means of the booth system of selling merchandise.

The store is fortunate in having a comfortable frontage which permits of the division of the ground floor roughly into three parts longitudinally of the store. The center space is left for the main display room and salesroom, with counters and shelf display. On either side of this space a series of booths has been erected, forming a connected chain of small rooms, in which the main merchandising activity of the shop is actually carried on. These small rooms are outfitted to represent the different rooms of a household, from kitchen to living room, and in them the articles appropriate to their particular background are displayed and sold.

Space Above Booths for Mezzanine Floor

They are of course, open to the store on one side, with three walls and a ceiling. The ceiling is at natural height, and the space above is sufficient to accommodate a mezzanine floor. This space, which would ordinarily be wasted under the usual store arrangement is now used for the office, general storage, and for the radio test and sales room. Later, as the requirements of the store expand, a similar system of booths can be erected here.

The booths are left in the wood finish, walls and ceiling being painted in delicate and appropriate colors to give the effect of a tasteful home interior. The result is an attractive background secured at small expense and with the further advantage of cleanliness. Congoleum rugs are used on the floor with excellent effect for the same reason. Simple furnishings designed to fit the different rooms and comfortable chairs make up the remainder of the equipment. Wall and ceiling fixtures are displayed in each room, depending upon the type of the surroundings for their selection—and floor lamps are used where they are appropriate. Five fixtures is the average for each booth, but as these are shown in three different finishes, any of which may be had in any fixture displayed, the effective value of the exhibit is equivalent to the display of fifteen different units. A separate lighting control is provided in each booth.

Most of the actual selling done in the store is accomplished in these booths. When a customer comes in with a definite request which involves only the filling of a specific order, this is handled expeditiously at the counter, but where a decision

is to be made between articles, or a sales talk is required, the prospect is shown into the room appropriate to the article under discussion. Here the clerk leads her to a chair and places in her own hands the article under discussion. The woman has a different attitude toward the sale under these conditions—she listens with less impatience to a sales talk, she visualizes the appliance more readily in her own home. Furthermore, she is not distracted by the transient business being carried on in the shop proper, and it is easier to hold her attention.

Two bedroom booths are installed, one in ivory and one in blue with appropriate fixtures. The living room has a mantelpiece and a special display of portable lamps. The laundry room booth contains a washing machine, a dryer, and an ironing machine, with hot and cold water connected to the trays. The kitchen booth, in the same way, is fully connected; so that the stove, water-heater, and refrigerator can be shown in actual use. This room is particularly complete, with outside windows and curtains.

Kitchen Booth Makes Excellent Window Display

Advantage has been taken of the especial interest in the kitchen display to utilize this for window attraction. It has been arranged as the end booth and is left open toward the street, so that it serves as a window exhibit at all times. When customers come in and a demonstration is going on, the scene has all the attraction of a sidewalk demonstration. Human interest is thus furnished in the simplest way possible, without offense and without expense.

THE Roy Nash Company, Salinas, Cal., has installed a series of booths in its store, which have been outfitted to represent the various rooms in a home.

This plan insures better privacy during a demonstration, and provides an appropriate background for the sale of appliances, fixtures, etc.

The end booth, representing a kitchen, faces the window, and when customers come in for a demonstration an excellent window exhibit it obtained.

During the opening night, ice cream was served to the public from the refrigerator in this booth. Three hundred visitors were expected—more than 1,000 inspected the store. In a city of approximately 5,500 inhabitants, the proportion leaves little to be desired.

On the opposite side, a show window of the usual type has been arranged which extends across the full width of the store. This is provided with a full equipment of lights, enabling varied and striking effects to be obtained. Mr. Nash plans to place this at the disposal of local merchants in rotation, using it as a demonstration in good lighting. The store is not on the main street, although centrally located and will have the advantage of being the brightest spot in the neighborhood and hence the center of attraction.

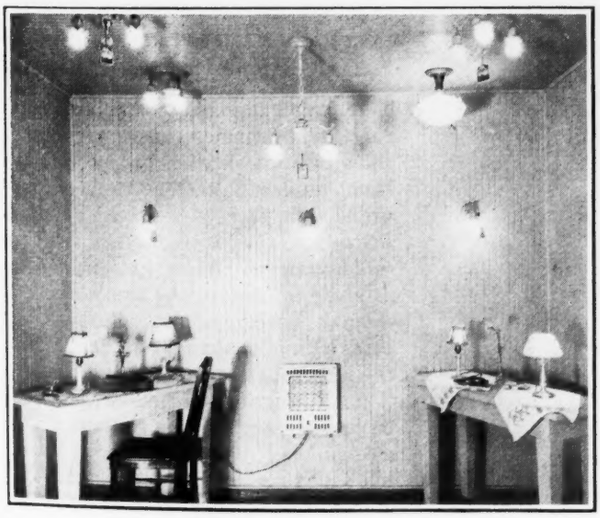
Radio is displayed in a special living room exhibit above the stairs. The slope of the wall occasioned by the staircase has been utilized in an effective way for the display of sets and greatly adds to the beauty of the grouping.

Mr. Nash has made a specialty of testing tubes and advertises that no charge will be made for this service. This has brought in many people, who, when they find that their tubes are past further use, have made their purchase on the spot.

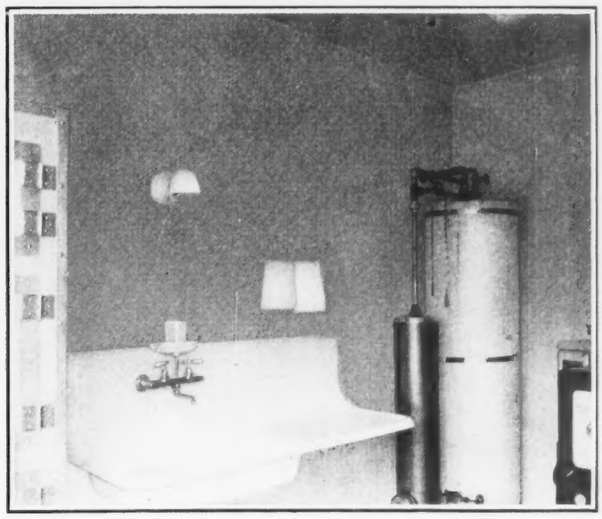
Customers Can Manipulate Lamps by Button Switches

The illumination of the store is entirely indirect, no fixtures being visible in the main sales room. Day and night circuits for store and window lighting are provided, and the night circuit is governed by a time clock.

One interesting item in the arrangement of the main show room is the lamp case. This is arranged with buttons on the counter so that people may press them at will and test out the desired lamp. Each sample is plainly marked with the wattage and price. A disconnecting switch which cuts off the entire display is located back of the counter, in case children should amuse themselves in working the lamp display too vigorously while their parents are otherwise occupied. The lamp stock is kept in glass-fronted bins which are filled and emptied from the back. Unless an unusually heavy run of business supervenes, therefore, they always look full. They are restocked every morning.



The Bed Room Booth



The Kitchen Booth

Five High Points in Selling Electric Refrigeration

Sell Results

A Study Course That Turns Recruits Into Trained Salesmen—How to Follow the Line of Customer Interest and Close the Sale

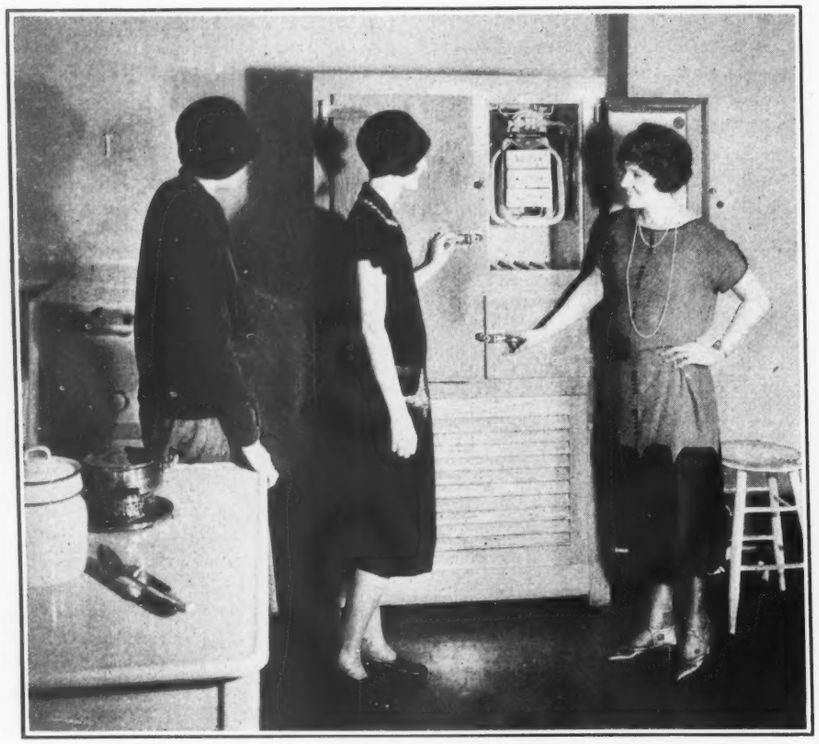
For selling any major appliance one trained salesman is worth 10 recruits.

And the manufacturer has no greater opportunity for rendering a constructive help to dealer and central station merchandiser than help in training retail salesmen. A very great interest, therefore, attaches to the course of salesmanship now being issued by the Kelvinator Corporation for the use of its dealers in training retail salesmen. The course is comprehensive and proceeds with clear logic through six study units.

Each unit is a book of some sixty pages in which are practical counsel, technical data and interesting sales cases for the salesman to work out. Written papers are submitted, the work graded and a diploma awarded to the men completing it. It is not, however, a correspondence course. Classes are organized, and the dealer's sales manager gets a special manual to aid him in conducting the discussion meetings.

Prepared by the Business Training Corporation, New York, this course is not only valuable as training for refrigerator selling but offers much that is suggestive to all those engaged in selling any major appliance.

The course is copyrighted by the Kelvinator Corporation to whom we owe the privilege of reprinting a portion of Unit I.



Pride of Ownership

I

Sell Results, Not Apparatus

In preparing this course in electric refrigeration salesmanship scores of sales interviews with prospects have been observed and accurately recorded. *In over 90 per cent of these instances the introductory selling talk consisted almost entirely of an attempt to explain the mechanism of electric refrigeration.* This is an astonishing showing. It represents the general practice in our field. Is it good practice? What is the effect on prospects of talking to them about mechanism? We will take two actual cases and see how it works out.

"Our great temptation is to talk mechanics too much," said a success-

ful New England dealer, a man who has himself had long experience in personal selling. "Once, while I was drooling along in a rigmarole of details, the woman whom I was trying to sell interrupted me with the question, 'But what's the good of *my* having it? Tell me what it will do for *me?*'

"That one incident has had more to do with my later success in selling the electric refrigeration than anything else that ever happened to me. It showed me up to myself. It revealed the viewpoint of the average customer. *What can it do for her?* That is the angle from which we should approach every prospect for electric refrigeration.

"Even today, though," went on the dealer, "I find myself every now and then opening up an interview by chirping about the brine tank and the condenser unit and the boiling point of sulphur-dioxide. All of us in the business enjoy talking about these things, because they are important and interesting to *us*. And then it's such an easy line to follow. Mechanical details are something you can put your finger on, and you can keep on shooting off your mouth about them all day long.

"But to talk electric refrigeration from the prospect's viewpoint, tying it up with her home problems and difficulties — that's something else again. It calls for thought, and for tact and skill. We are selling a great home-making service, something that will help to keep the home pleasant and happy, to safeguard the children's health, to put more appetizing food on the table, and to save the housewife a lot of needless work and worry. These are topics which are close to the heart of the average prospect. When you talk about them *and get the prospect into the picture,* her mind ceases to dwell on price and on minor objections. That's what I call genuine selling."

Why Would I Buy?

Here is a question which every electric refrigeration dealer or salesman should think about, for it will help all of us *to get the prospect's viewpoint:* "If I were in the prospect's shoes, why would I buy an electric refrigerator for my household?"

Think of all the reasons with a real punch in them, the reasons that would induce you to part with good money. Would not these be your big reasons in about the order of their importance to you?

1. To cut out all the dirt, fuss, and inconvenience which have previously been associated with the ice box.
2. To have the household properly equipped with modern appliances.
3. To insure having food always deliciously cool, fresh, appetizing, and healthful.
4. To keep down household running expenses.

"What Will Electric Refrigeration Do for Me?"

These are all practical, everyday reasons, which are applicable to everybody, men and women, rich and poor, experts and non-experts. *Our first sales problem is to make people understand that electric refrigeration will give these benefits.*

Never mind, for the moment, how electric refrigeration accomplishes its results. That question may arise after we have the prospect interested and thoroughly alive to the value of electric refrigeration; and of course we must be prepared to answer the question when it comes up.

First of all, talk results and keep on talking them until the prospect indicates beyond question that he wants to talk about the machine and demands technical information before he will buy. Then it is time to switch. At the outset it will pay us to study with care *the actual reasons* which when properly presented lead people to want electric refrigeration. The typical customer is interested primarily *in what electrical refrigeration will do for her home.*

II

Convenience

Yet when it comes to a question of convenience, can you think of any appliance that eliminates a bigger slice of the anxiety, labor, uncertainty, mess and drudgery of housekeeping than the electric refrigerator?

The Six Conveniences of Electric Refrigeration

1. Electric refrigeration makes its owner independent of ice deliveries.
2. Electric refrigeration eliminates the dirt and mess involved in bringing ice into the kitchen.
3. Electric refrigeration simplifies the task of keeping the refrigerator clean.
4. Electric refrigeration permits the placing of the refrigerator to suit the convenience of the housewife rather than the convenience of the ice man.
5. Electric refrigeration produces clean ice cubes of convenient size and makes many frozen desserts with a minimum of labor.
6. Electric refrigeration, by its

Better Food

assurance of constant adequate refrigeration, permits its owner to market, cook, and handle food at the most convenient times.

Surely the appliance which cuts out so many distasteful labors and fits in so well with present-day methods of living is to be rated very high indeed on the score of convenience and on the strength of this selling point alone should be eagerly welcomed by the housewife.

Avoid Antagonizing Housewife When Talking Convenience

The minute a salesman starts to talk up convenience, he runs into the danger of going a bit too far or saying the wrong thing, and thus creating an impression either (1) that he is criticising the housewife or (2) that he is attacking the prospect's ice man or ice company. Either impression is unfortunate and is liable to kill the sale. They can readily be avoided, however, if you watch your step and choose your words carefully. That is one good reason for studying this chapter closely, observing not only what is said but how it is said.

So far as the housewife is concerned, base everything you say about ice on the assumption that she is a first-class housekeeper who is continually doing all she can to hold down drudgery and dirt to an absolute minimum. Keep clear of any such attitude as was shown by a salesman for one electric refrigertor who said to a prospect, "Madam, I don't see how you can stand for the slime in this drain pipe." "When I want your advice on how to run my kitchen," replied the lady, naturally hurt and offended, "I'll send for you. I can't give you any more time today." If that salesman had said, "Madam, you do everything possible to keep this refrigerator spotless; but in spite of all your care it cannot now be kept absolutely clean," there would have been a different ending to the incident.

The same principle applies in referring to ice, the ice man, and ice companies. As a rule, it is better to refer in an impersonal way to "ice delivery" than it is to have too much to say about "the ice man" or "the ice company." *Never under any circumstances take a sarcastic or hostile tone.* Nothing could be poorer selling. Even if the prospect should be bitter in her comments, it would be bad policy for you to chime in.

Freedom to Buy and Store Food in Quantities

The sixth convenience which electric refrigeration brings to the modern home is freedom to market when it is most convenient to do so—and also growing out of this, the freedom to use the food, cook it, preserve it, eat it, as desired.

The idea of labor-saving in the home has been made familiar to the public through the national advertising and intensive selling campaigns of other electric household appliances, and is readily grasped and accepted by prospects for electric refrigeration. We are not to think of it as something for the rich only, or as interesting only the housewife.

Labor-saving equipment makes a strong personal appeal (1) to the wife as a means of escaping drudgery (2) to the husband as a means of brightening home life (3) to both wife and husband as a means of attracting and holding good servants. Keep in mind all three of these appeals in talking convenience—for usually both wife and husband must be sold.

Be Specific

Every household user of ice will admit the greater convenience of electric refrigeration. The salesman's job is to make every detail of its convenience clear-cut and vivid.

Be specific. People like to hear about other people. An incident or experience or definite fact which illustrates a principle is far more interesting to the average mind than a mere statement of the principle.

III

Pride of Ownership

There is a pride in having up-to-date equipment which is typical of Americans and which constitutes a powerful buying motive.

This brief, general analysis of pride of ownership will help us to appreciate its importance. Some electric refrigeration salesmen underestimate its strength and fail to get it working strongly in their favor. "Pride may influence a few people once in a while," was one man's comment, "but I don't see how it has any practical value in selling electric refrigeration." The trouble in this case was not that the influence of pride is rare or weak but only that the salesman was neglecting it.

Pride of ownership does not depend on local conditions. The village housewife, just as much as the exclusive matron on Fifth Avenue or Massachusetts Avenue or the Lake Drive, is interested in being up-to-date, in having the best of whatever is going, and in being classed among the leaders of her community. So you can always use this selling point; and if you use it tactfully, bringing it in at the right moment

(*Continued on Page 6129*)

The Pride of Ownership Appeal

	Bought primarily for	*At the same time another powerful buying motive is*
Automobiles	Quick Transportation	Pride in possessing a good-looking and expensive car.
Pianos	Music, Education Entertainment	Pride in giving evidence of a cultured musical taste.
Dwellings	Shelter	Pride in being prepared to entertain nicely.
Telephones	Communication	Pride in equipping the household with a modern necessity.
Clothing	Protection	Pride in attractive appearance and style.
Furniture	Comfort	Pride in displaying good taste.
Electric Appliances in General	Saving Labor	Pride in owning efficient household equipment.
Electric Refrigeration	Convenience, Good Food, Economy	Pride in showing up-to-dateness, ability to own the best, and association with leaders.

Above are a few examples indicating how widespread is the influence of pride of ownership in leading people to buy modern quality products.

New Lamps for Old

How E. L. Knight of Portland, Oregon, Has Made a Specialty of Converting Vases Into Table Lamps—with Much Profit

THE dealer who will perform well a service that other local merchants are treating as a matter of routine will become known for his specialty and draw business to his store for his entire line.

That has been the experience of Eugene L. Knight of Portland, Oregon, who has profitably undertaken to supply certain electrical demands in so complete and intelligent a way that with these specialties he has built a numerous and profitable clientele.

One of these specialty lines for which his store has become locally famous is the conversion of old vases, china figures, bowls, gas, or coal-oil lamps into modern and attractive electrical lamps. He started originally in a small way in this field, but early recognized the widespread demand for this work and the need of building up a specialty business to méet the requirements of the local market.

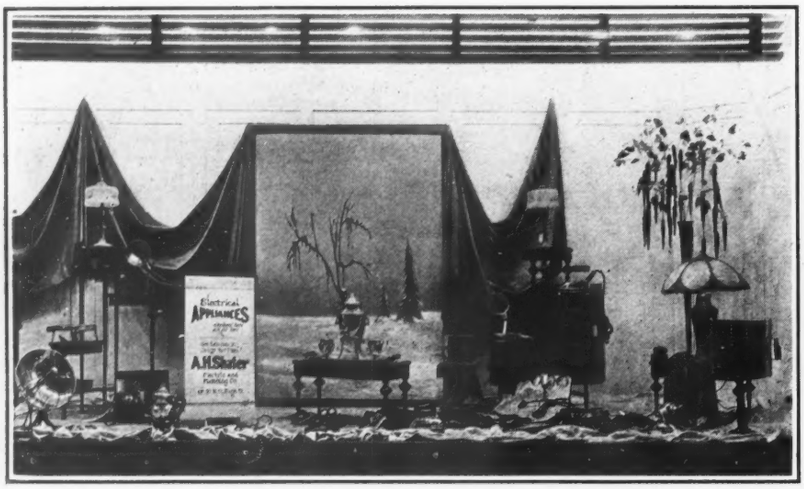
The business is an attractive one to the man who has organized his staff to handle it. Boring delicate glass and china articles is a simple matter to an expert. Vases are often most awkward in shape, however, they have no standard opening at the top for instance, and it is not always possible to pick up the required fitting in the market. To make a pattern and casting especially for the one job would run into money and necessitates a charge which would frighten away the customer.

KNIGHT recognized the demand for the conversion of old vases, china figures, bowls, etc., into modern electrical lamps, and in building up his business to meet the requirements of this market, the work became a specialty for which his store became locally famous.

Systematizing the work and handling it in large quantities has made possible a reasonable standard price for vase-wiring.

This has been very simply cared for by Mr. Knight. He maintains a reserve of fittings of all sizes in his basement store house which meets almost every requirement. These he obtains from old fixtures of all descriptions. He is always in the market for "junk" of this kind. It can usually be picked up very reasonably from old houses being dismantled or rewired. The old gas fixtures have no value in themselves but the details of their design often supply the brass parts which are all that are needed to finish some particular job. These caps would only cost a few cents bought new—but the point is that they cannot be bought new. The design has gone out of style and the only way to obtain them would be to have a new pattern made.

A series of bins in the basement holds this dismantled material until there is call for it. A few moments' search generally reveals the fitting required for any given job—or at least something which can be cut down to fit. This is then worked to exactly the desired shape and re-



The San Antonio Public Service Company loans its windows to local dealers for the display of their goods, the only requirement being that the display be an attractive one. Excellent results have been reported from these displays.

finished, or else used as a pattern to have a fresh casting made. The casting itself is not expensive—it is the making of a pattern which is prohibitive.

A spraying machine is essential to this kind of work—as indeed in any fixture business. The staff required in the workshop is not large, but it is made up of specialists in this work. The result is that an artistic job can be turned out, with almost any material as a starting point.

Large Scale Production Makes Possible Reasonable Figure

Systemizing the work and handling it in large quantities makes possible a very reasonable figure to the customer. The price of $7.50 has been made standard for the wiring of a vase. Long experience has shown that this returns a satisfactory profit in the long run. The one-price system is appreciated by customers who know exactly what they must pay out when they bring their articles to be made into lamps. It is understood, of course, that a special price will be made for either unusually simple jobs or those which are especially complicated.

In this connection, Mr. Knight often makes up lamps in this way in large numbers to be sold through the retail department of the store. Done in quantity in this way, these can often be sold most reasonably.

Mr. Knight has, of course, advertised this specialty—but the best advertisement in the end is the word passed along by those who have had the work done themselves. From a small beginning, this field had grown, until the store has become the community headquarters for this class of work and the volume makes a very attractive item in the company's business.

Therapeutic Apparatus Another Specialty

Another specialty merchandising activity is the electrical therapeutic apparatus in demand by physicians. Mr. Knight assembles this in his own shop and as he is the only concern in town prepared to furnish last-minute equipment in this line, he secures a steady market as a result of this.

"Competition may be the life of trade," according to Mr. Knight, "but the man who succeeds is the man who is beyond competition, because he carries an article or renders a service which is unique."

Power Company Aids Dealer Merchandising

Since the San Antonio Public Service Company has no merchandising department of its own to take advantage of the attractive spread of windows in its main office, it believes the best use which can be made of the space is to turn it over to the local gas and electric dealers. This is done in rotation; each dealer desiring to take advantage of this co-operation has the opportunity of decorating one of the windows for a week. At the same time that his window is featured, he is allowed space on the main floor of the building for the display of his goods with a salesman in attendance. A placard in the window gives credit to the dealer in charge, and calls attention to the fact that for this week he is maintaining a branch in the power company's building.

Inasmuch as the building itself is particularly modern with unusually effective windows, large and finished in paneling, each dealer in turn is encouraged to do his best. His display must stand comparison with those which have preceded it, or fail in its effect—and in consequence, the results have been unusually attractive windows.

Obtains Excellent Results

Dealers report excellent returns from these displays. Many people go to the power company first to learn of the possibilities of electric appliances and their interest falls to the lot of the dealer then in charge.

Electricity Consumption and Cost—

For Various Electrical Appliances

Appliance	Maximum Demand in Watts	Annual Kw.-Hr. Consumption	Equivalent Hours Use	Annual Load Factor	Average Rate	Cost to Operate per Year	Annual C. S. Revenue per Kw. Connected
Washer	300	20	66	0.75	$0.0°4	$1.68	$5.60
Grill	500	34	68	0.78	.084	2.85	5.70
Toaster	500	37.5	75	0.85	.084	3.15	6.30
Range	5,000	1,500	300	3.4	.0325	48.75	9.75
Iron	575	67	116	1.3	.084	5.62	9.79
Percolator	400	42	105	1.2	.084	4.03	10.07
Cleaner	170	25	147	1.7	.084	2.10	12.35
Radiator	600	96	160	1.8	.084	8.06	13.43
Fan	40	31	775	8.8	.084	2.60	65.00
Refrigeration	300	864	2,880	33.0	.0325	28.08	93.60

Eight and four-tenths cents is assumed to be the average lighting rate throughout the United States and $0.0325 the average cooking rate, according to the compiler of this tabulation, F. W. Herbert, director of the service department of the National Electric Light Association. The refrigerating machine, owing to its high load factor, is assumed to earn the same rate as the range.

New Lamps from Vases, Candlesticks, and Old Oil Lamps

Various Methods of Converting Lamps and Vases —Instructions for Making Your Own Adapters

IN THIS "lamp adapting" business, not only are there sales possibilities in the adapters themselves but there is an opportunity to sell all kinds of decorative vases and shades as well.

The lamp is unlike most electrical appliances, where one device fills a given need in a household, for it is seldom, indeed, that a woman will admit that she has enough lamps. There is always room for one more.

This condition, of course, gives great satisfaction to the stores and shops selling electric lamps, and at the same time, it creates new business for the electrical shop in adapting vases and old oil and gas lamps to electrical use.

Two Styles of Adapters on Market

For the electrical man who is interested in making his shop headquarters for "adapting" work there are on the market a great number of converting devices that can be easily employed for use with vases, *objets d'art*, candle sticks, and old oil and gas lamps.

Broadly speaking, there are two general types of adapters—those that require drilling of the lamp base to accommodate the attachment and those which do not. The former type no doubt creates a better-looking job and gives a more finished look although the non-drilling type is more extensively used and this method is much the easier and cheaper one.

The non-drilling type usually consists of a cover, a short threaded pipe, and an expanding claw which grips the interior surface of the vase when the cluster stem is tightened, and so by pressure between the cover and the inside of the vase, anchors the cluster in position. The cord is run through the pipe and out through an opening in the cover or through a hole in the stem just above the cover. By having the cord come out in the stem, the adapter may be made interchangeable in various bases by simply supplying a new cover of the required size.

Types of Non-Drilling Adapter

There are several types of this non-drilling adapter, all performing the same service, some with toggle arrangement, others of prong type, some with hinged anchor arms; other adapters are made to screw into the opening of oil lamps while adjustable rubber adapters are made for use with candlesticks. One type of adapter has a pottery cover and fits into the opening in the base of the lamp like a teapot cover. Still another adapter has a lamp below the cover as well as above it. The lamp below, when used with a translucent vase, illuminates the base.

FOR the electrical man who would make his shop headquarters for lamp-adapting work, there are on the market a great number of converting devices that can easily be used to make good-looking lamps out of vases, candlesticks and old oil and gas lamps.

Oil lamps may be adapted to electrical use without in any way altering the appearance of such lamps. For instance, one adapter screws on the same as an ordinary burner and can be used on any lamp or oil pot having a regular No. 3 or D collar, taking a 4-in. Duplex globe holder or 10-in. shade ring for art glass and other shades. Another adapter has a rubber plug at the bottom which expands after being placed into the top of the center draft tube of the lamp.

Most of the adapters mentioned can be carried in stock in the electrical shop and sold to the householder who can himself convert the vase or oil lamp into an electrical one. The electrical man who cares to do so can easily make a non-drilling adapter right in his own shop.

It is also possible to obtain the various parts required and assemble the adapter himself.

How to Make Your Own Adapters

An adapter that can easily be made by a dealer in his own shop consists of (as designated by the letters on Figure 6):

(a) A metal or wood cover.

(b) A wood block cut out of any ¾-in. stock, long enough to reach from side to side of the vase at just about its largest inside diameter.

(c) A short-threaded length of pipe or nipple, with short thread on one end and a long running thread on the other.

(d) A flange tapped to take the pipe, fastened by wood screws to the under side of the wood block.

One end of the pipe (c) used must have a long or running thread far enough up its length to permit drawing the wood block up tightly against the inside of the vase. The pipe must be long enough so that when the top end is passed through the cover (and screwed into the threaded coupling at the bottom of the cluster stem), the other end will engage the anchor block and flange (bd).

The wood block (b), which is narrow enough to slip through the neck of the vase, is then inserted. The long threaded end of the pipe is screwed into the flange, the metal or wood cover (a), is slipped over the other end of the pipe and the stem of the cluster screwed tight. This action draws the wood block, by means of the lower threaded end, up against the neck of the vase. The cord may be run through an opening in the side of the cluster stem, or it may be run down through the pipe (c), and fished out through an opening drilled in the side of the vase near the bottom.

Wiring a Pottery Vase for an Electric Lamp*

Covers for the vase opening may be of metal, wood, or pottery. Brass covers can be obtained from manufacturers of lamp fittings and fixture parts. Such covers are measured to fit over the top of the vase and dimensions must be given in terms of the outside diameter or rim of the mouth of the vase. An opening in the exact center of the cover is necessary, and should be made just large enough to slip the pipe stem of the anchor or adapter snugly.

Where wood covers and bases are desired, they may be easily turned on a lathe with a few simple wood-turning tools, or a neighboring wood-turning shop will turn out a special design at surprisingly low cost. Turned wood covers and wood and pottery bases are also furnished by manufacturers of vases made especially for electric stand lamps. The wood covers fit into the mouth of the vase and the dimensions must be given accordingly.

Vases may be bought with a hole drilled in the bottom and with an appropriate base. If it is an old vase that is to be converted, a hole is drilled in the bottom of the vase, and a similar hole, to center exactly, is drilled in the wooden base. The base must be countersunk so that with a washer and locknut in place there will be sufficient clearance to let the cord enter the tapped end of the pipe. The vases usually have a hole drilled for the cord but if the base is made by a wood turner, either drill a small hole through diagonally from the side to the countersunk center opening or cut a groove in the bottom of the base so that it will set snugly over the cord when placed on the table or stand. Make the hole for the cord large enough at the entrance to take a hard-rubber or fibre bushing so as to avoid wear on the cord and also to prevent the wood from checking and splintering.

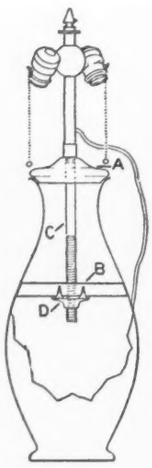


Fig. 6

Fastening the Wood Base

The sketches on the preceding page show just how the various operations of wiring a vase for a lamp base are carried on. The wooden base is fastened to the vase, usually by smearing an application of hot glue (Fig. 1) over it and then smearing cement grout or plaster of paris (Fig. 2) over the bottom of the vase. Place the vase carefully on the base (Fig. 3). When the cement and glue have set the vase is ready for the cluster.

Mounting the Cluster

In setting up the cluster on the vase, use a ⅛-in. pipe, threaded at both ends, long enough to reach from the cluster stem, through the cover and base. In measuring, allow for the seating of threads. Care must be taken to ream and smooth both openings so that the covering of the cord will not be torn or cut by friction. The cover is slipped over one end of the pipe and the stem of the cluster firmly screwed on (Fig. 4). The pipe is then passed through the hole in the bottom of the vase and the base. The cluster body and stem are sighted up for vertical alignment, the cover adjusted to an even and sightly bearing at the top of the vase and then the whole is anchored securely in place by a locknut screwed on over a large washer (Fig. 5) to the bottom end of the tapped pipe. Be very careful not to exert so much pressure with the wrench as to damage the vase.

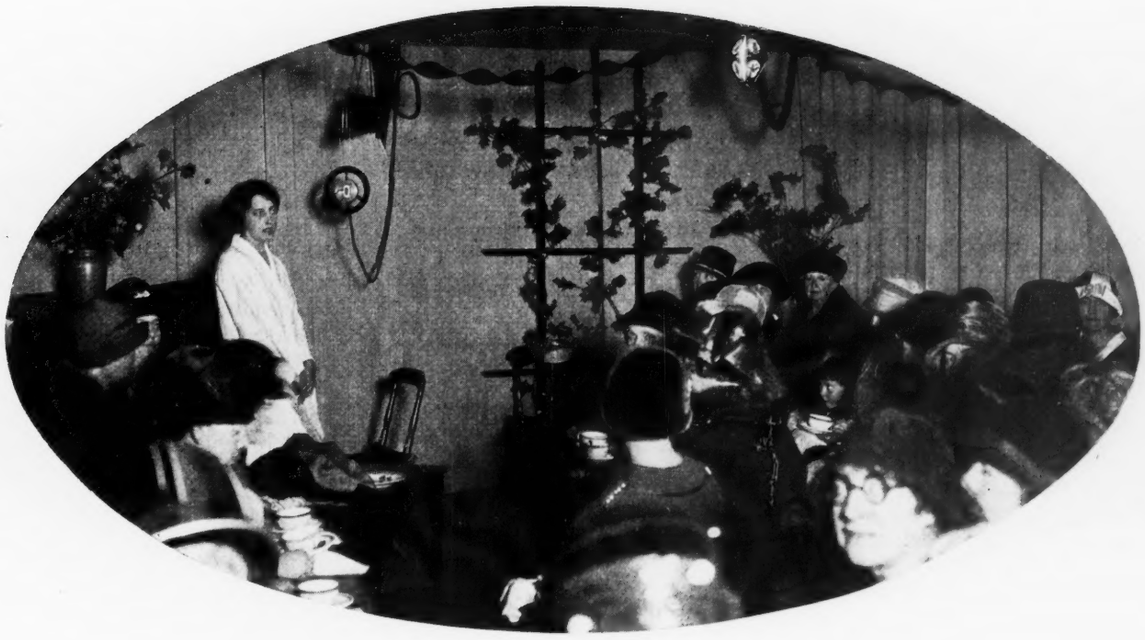
Wiring

With the adjustable cluster the cord is drawn through the pipe and stem, coming out about two inches above the cluster body. The wire is bared at the proper place just enough to permit it to loop around the binding post on one socket and the end of the wire is fastened to the binding post of the other socket. The other wire is attached to both sockets in the same way, the cluster cap put on, the washer and top ornament screwed home and the job is done.

(*Continued on Page 6128*)

Any favorite vase, candlestick or oil lamp whose beauty has outlived its convenient use can be converted into an electric lamp by means of the various adapters now on the market. A vase, an adapter, a shade—and presto!—there is another lamp to adorn living room, bedroom or hall.

*Directions here printed for adapting and wiring lamp bases are taken from a pamphlet issued by the Benjamin Electric Manufacturing Company, 120 South Sangamon Street, Chicago. A copy of this pamphlet may be had from the company upon request.



Building Up the Home Service Department by Radio

What the Public Service Electric and Gas Company of New Jersey Is Doing to Promote Home Appliance Sales Through Its "Radio Housekeeping Club"

THAT home service work among electrical consumers is a vital factor in promoting the use of more electricity in the home and that it is one of the best-known methods of achieving ideal public relations, has all been admitted long ago. There are a number of well-organized departments of this kind maintained by central station companies throughout the country. In fact, almost all companies are seeking to work with their consumers in home-service work of some kind—whether on a large or small scale.

Those companies which are now planning to enlarge their home service activities or are planning such work for the first time might be interested in a program which has been found successful.

This program was prepared by Ada Bessie Swann, director of the home economics department of the Public Service Electric and Gas Company of New Jersey, and her Home Service Committee of the American Gas Association for use by gas companies, although the same program can be easily adapted for use by electric companies as well.

Radio Party Held Every Month in Company Auditorium

Twice a week, from Station WAAM, at Newark, N. J., Miss Swann broadcasts lectures which make up her Radio Cooking School. Thirty-five hundred women are enrolled in this school, not counting the listeners-in who have not gone through the formality of enrolling. Once a month, an invitation is broadcasted to the women to attend a Radio Party, held in the Public Service Auditorium, at which time the members of the school meet each other and become personally acquainted with Miss Swann, a company contact which is invaluable in the interests of good will and consumer support. The attendance at these parties has actually reached fifteen hundred at one gathering.

The parties are held in conjunction with WAAM, the local station, and the announcer and the staff artists lend their services.

A demonstration of cooking and housekeeping methods is given and souvenirs, presented by manufacturers of household commodities (who are eager to co-operate in programs of this kind) are distributed. At one meeting, Thomas N. McCarter, president of the company, addressed the assembly. The value of personal contact of this kind is obvious.

In commenting on home service work, Miss Swann said she did not see why any electric company, however small, could not engage in home-service work of some kind. An elaborate organization and great ex-

penditure of money are not necessary for in the radio there is an already-formed home service organization that can be put to immediate use.

The "Local" and the "Link-Up" Radio Plan

There are two general ways in which the radio can be used in home-service work. One is to institute a series of broadcast lectures through a local station, broadcasting directly from that station; the other is to take advantage of lectures from other stations reaching the company's territory. This latter plan is the "link-up" method.

By obtaining advance schedules of lectures and making reference to them in advertisements and in publicity material enclosed with electric light bills, a company can get its women customers to tune in on the lecture hour. If there is a home service staff, however small, the director can arrange tea parties among neighborhood groups, to listen in on the lectures, thereby bringing the electrical message to those whose homes are not yet equipped with radio.

Here is a plan for using the existing radio courses for any community within "listening" distance:

1. Determine which of the radio stations now having home-service courses is nearest to you, and if it can be heard reasonably well by listeners in the district.

2. Obtain advance copies of lectures to be given from that station and make plans accordingly.

3. Inaugurate a "DX Radio Housekeeping Club" among the customers. This can be started in several ways. The various steps in establishing the club should be carefully planned and carried out, for upon the initial enthusiasm of the members will depend the greatest part of the success of the enterprise. As a guide, the following plan is suggested:

(a) Announce the club idea widely in advance of the first lecture date selected. In local advertising, in display windows, in salesrooms and on monthly bills, use a brief "teaser" announcement such as "Have you joined our Radio Housekeeping Club? If not, write or call (or ask) for details. No membership fee! Prizes given!"

(b) Prepare membership registration cards and also a leaflet (this can be mimeographed, multigraphed or printed) explaining the program in detail, to distribute to inquirers. Have a membership card to give to those registering.

(c) Send publicity items to local newspapers, particularly those having radio pages or women's pages, describing the club plan.

(d) If feasible, hold an organization meeting in your own building, or elsewhere. Time this to synchronize with one of the lectures selected; install a good receiving set with loudspeaker and give those present a "sample" lecture. If you have a home-service department, put the director in charge of this meeting.

(e) Offer a number of prizes (such as kitchen utensils, oven thermometers or small appliances) for regular attendance, that is, regular listening-in at the required lectures. Proof of attendance should be furnished by members at the end of stated periods, by bringing or sending in copies of recipes broadcast, to be checked against a list of lectures broadcasted. A blank book of handy size with covers labeled "Radio Cook Book" or "Radio Housekeeping Book" might be prepared and distributed to members of the class. The inside covers can carry brief paragraphs about the company and about the comfort, economy and service of electricity in the home.

Because of home-service work that is being carried on all over the country, women have come to look upon the home service department of their electric company as a friend and counsellor to whom they can turn for advice and help. Women respond eagerly to home service programs. Let's encourage this attitude by extending home service work.

How to Start a Radio Housekeeping Club

1. Announce the idea through monthly bills, window displays, etc.

2. Prepare membership cards and explanatory leaflets.

3. Send publicity items to local newspapers.

4. Hold organization meeting at time of radio lecture.

5. Offer prizes for regular attendance.

Tomorrow
Big Radio Tea Party
The Place:
Public Service Auditorium, 80 Park Place (Take Canal Street elevator to 8th floor).
The Time:
Tomorrow afternoon, March 27, at 2:30.
Program:
Many of your radio favorites from station WAAM will be present in person, among them the "Happy Hour of Music" group. Ada Bessie Swann, director of the Radio Cooking School, and of Public Service Home Service Department, will show you how to make dainty pastries.
Other Attractions:
"Short Cuts Through Washday," "Banishing the Spring Cleaning Blues."
You're Invited
Come and meet the other members of the Radio Cooking School.
PUBLIC SERVICE ELECTRIC & GAS COMPANY

How the Public Service Electric & Gas Company of New Jersey gets the interest of New Jersey housewives. Here is the newspaper invitation which reaches the women not yet enrolled in the Radio Cooking School.

Making a Business of the Repair Department

"Fixit Shop" of Utah Company Doctors 20,000 Sick Appliances Within a Year at Average Charge of Twenty-seven Cents

ELECTRICAL appliances in use make friends—electrical appliances out of order not only give no account of themselves but incline to make their owner disaffected with all electrical equipment. So long as their possessor takes no steps, either to have them repaired or to replace them, he is temporarily withdrawn from contact with the electrical industry and becomes an inactive element in the community. Just so soon as he sets about having the difficulty remedied, he either learns that it cannot be handled, when he becomes a prospect for a new article, or he starts it again on its career of giving satisfaction and is the better prospect for other equipment because of that of which he is making use.

From a merchandising standpoint, therefore, as well as because appliances in use consume kilowatt-hours, the Utah Power and Light Company has considered it a matter of importance to secure the prompt and widespread repair of whatever equipment in the hands of their customers falls into disrepair. To this end the Fixit Shop was started some years ago.

Charges for Material Only and Breaks Even

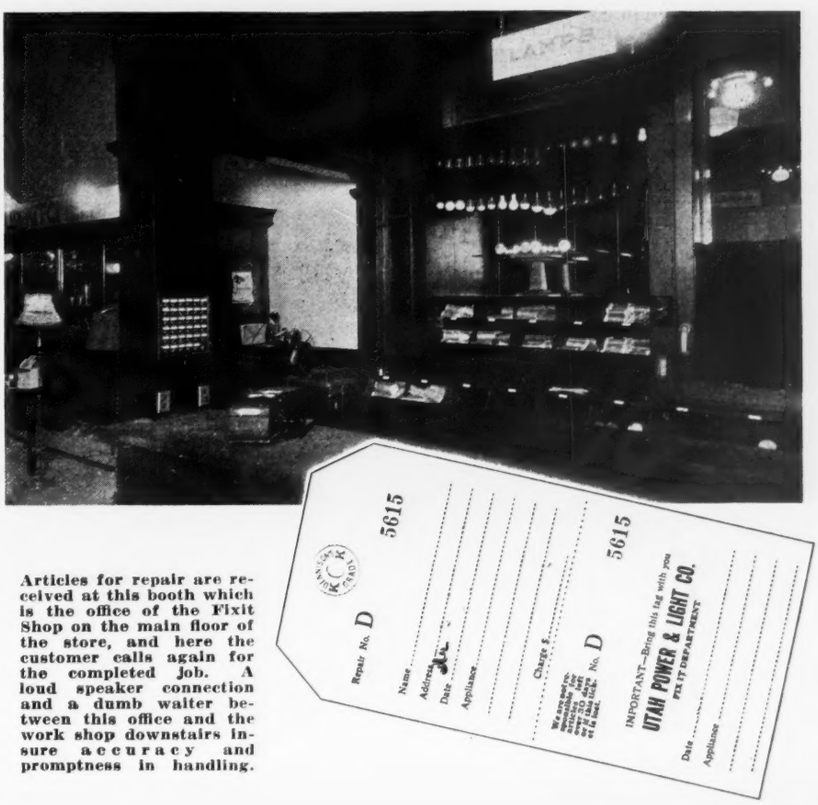
This institution has come to be a recognized factor in the community and is looked to to care for sick appliances by almost all who possess such articles. The policy, from the first, was to do this work at as low a charge as possible, making none at all if the repair was of a minor nature. The present basis of charges is for material alone, no charge for labor being made. The shop is conducted as a separate department with its own record of income and expenditures. With this very modest charge for work handled, the records show that the shop breaks just about even from year to year.

Figures for the past two years indicate that the number of articles repaired varied from 18,700 to 19,600. The average charge made for these repairs was 27 cents. From 11,000 to 12,000 were no-charge jobs, that is, slight repairs upon which no additional material was required, such as the repair of cords and the like. In these two years, a loss of $107 was recorded for the first year, a profit of $142 for the second, so that the actual balance was $35 on the credit side for the two-year period.

Use Loudspeaker Telephone for Transmitting Instructions

The shop is located in the basement of the retail store of the Utah Company in Salt Lake City, with an office on the main floor. This is connected with the shop below by a dumbwaiter elevator, upon which articles for repair can be transferred in both directions and with a loudspeaker telephone, which permits of transmitting the order number of the customer to the shop when a call is being made for a completed job. There is no need for those at work below to interrupt their tasks to answer a telephone and the necessity for messenger service is eliminated. The clerk simply reads the slip which the customer presents in an ordinary tone of voice, which is repeated by the loudspeaker in the shop below. The article is then sent up at once in the small elevator. Two men are employed in the repair work and are kept constantly busy at this task.

The department was thoroughly advertised when first inaugurated and has been featured in the company's publicity periodically since then. From time to time, the de-



Articles for repair are received at this booth which is the office of the Fixit Shop on the main floor of the store, and here the customer calls again for the completed job. A loud speaker connection and a dumb waiter between this office and the work shop downstairs insure accuracy and promptness in handling.

partment is transferred to the window bodily, repair work proceeding as usual in full view of the public. This makes one of the most effective displays which the retail department has devised and at the same time has the effect of reminding people of appliances which may need repair and which they will remember to bring in the next time they are down town.

With the idea of remedying all maladjustments which might exist among its clientele, the Utah Power and Light Company recently made a survey of all customers. The housewife was approached with the inquiry as to whether everything in her home was working well and whether she was content with her electrical service. In addition to this inquiry, an actual inspection of the premises was made. Of course, a few complaints of service were unearthed, as well as some cases of makeshift wiring or the use of home-devised fuses. In such cases, the householder was courteously instructed in the danger involved in such practices and the reason for the standard requirements pointed out.

THE Utah Power and Light Company's repair department has a merchandising as well as a load-building value.

When a customer comes in to have an appliance repaired, either he becomes a prospect for new equipment or he puts the old into current-consuming activity again.

Cleared Up Disabled Equipment on Company's Lines

In many cases, the inspector found that appliances were not in use because they were out of order. He always investigated to find the cause of the difficulty and where it was something which could be remedied on the spot, he made the simple repair without charge. Where the difficulty was more serious, he advised taking the article to the Fixit Shop.

This survey was thus made a method of clearing up all disabled electrical equipment on the company's lines, most of it reaching the Fixit Shop eventually for repair. No distinction is made between articles purchased from the company or those bought elsewhere.

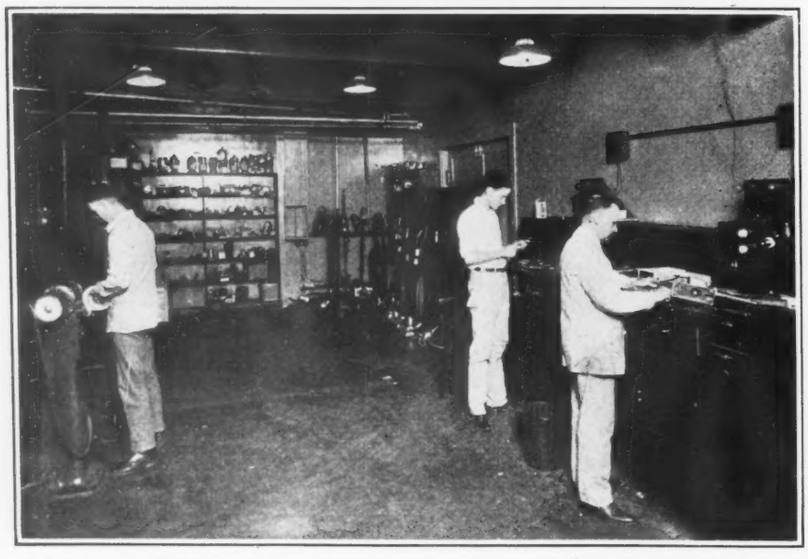
Variety of Parts on Hand Eliminates Delay

Repair parts are kept on hand for a wide variety of small appliances, and almost all cases can be handled without delay. Parts are also maintained for all heavy articles sold by the company. Where repairs are required on large appliances for which parts are not on hand, however, it usually is possible to refer the customer to an agency close at hand which is prepared to handle this equipment. In some few cases, it is necessary to forward the article on to the factory.

The shop itself is conveniently arranged, with every facility of modern convenience and industrial lighting to provide good working conditions. Small parts are kept in a revolving rack with plainly labelled compartments, which permits ease in handling. Parts for larger articles carried by the retail store are kept in bins arranged directly beneath those in which the article itself is stored. As the storeroom for this equipment is located directly to the rear of the Fixit Shop, this arrangement is convenient, as well as simple for anyone to understand. It is all calculated to permit easy and efficient handling of equipment.

1,500 to 2,000 Appliances Repaired Monthly

From fifteen hundred to two thousand appliances a month is no small number to handle. With the greater advertising which the shop has received and with the personal survey made this year, it is expected that the number will be even larger. The department has proved itself to be no burden financially, however, even on a basis of no charge for service—and from every other standpoint, its returns to the company are immeasurable. Two thousand appliances a month repaired means two thousand consuming devices returned to the lines; it means two thousand better-satisfied prospective purchasers of other equipment; it means two thousand friends for the company.



Twenty thousand repair jobs pass through this shop in a year's time, every one of which returns an appliance to the line and makes a friend for the company. The customer pays an average of 27c. per job, on which return the department just about breaks even financially but shows a profit in good will.

Per Capita Income from $1,174 to $250

Residents of the state of New York lead the country in total and per capita income, according to advance figures of a report to be published by the National Bureau of Economic Research. Nevada, which is last on the list of total income, is third from the top under per capita income.

The following table shows the variation in income for seven States in three years:

	Per capita current income of the entire population		
	1919	1920	1921
Dist. of Columbia.	$955	$1,093	$1,174
New York	897	1,012	921
Nevada	872	944	805
Wyoming	864	864	749
California	839	989	898
Rhode Island	734	861	753
Mississippi	328	253	207
Alabama	321	302	250

The Dry Cleaner Is a First-Class Appliance Prospect

He Buys His Larger Equipment from the Manufacturer, But the Dealer Can Sell Him Electric Fans, Irons, Blowers, Heaters, etc.

YOUR local dry-cleaner is a prospect for more kinds of electrical equipment than you ordinarily think of him as using. A visit to his plant or workrooms some morning, and a little study of the steps in cleansing garments, will suggest many electrical devices which the proprietor could profitably use.

The large equipment, it is true, the cleaner buys directly from the manufacturer. This consists of the cleansing machine (called "washer"), in which the garments are washed in gasoline or naphtha; second, a wringing machine (extractor); and third, a drying machine (tumbler). Many plants also use clarifiers, for cleansing the used gasoline.

But other electrical devices are suggested in the following paragraphs. All of them are already commonly used by leading cleaners in the larger cities.

Electric fans. Even the small cleaner can profitably use several of these. Many garments must be dried in motion, to prevent their drying stiffly. Satin shoes that are dyed are best dried with an electric fan turned on them. Ordinary fans are usually used, although there is also a special "wind-whip" garment-drier that may be had which combines a hanger and a fan.

Electric irons, of all sizes.

Electric steam irons.

A small vacuum brush. It removes dust and clinging hairs from coats and fabrics and does it more efficiently than the whiskbroom.

Immersion heaters, or other electric water heaters. In the removal of spots and stains, small amounts of hot and warm water are constantly being needed.

Electric blowers (hair driers). After a stain has been removed, a blower is necessary to dry the fabric quickly.

Window ventilating fans. These are essential to remove the fumes of gasoline in the cleansing room, and the odors of steaming, pressing, and spotting, in the finishing rooms.

Electric sewing machines. Mending torn garments is also part of the dry-cleaner's job.

Some Electric Appliances He Can Use

Electric puff irons, of all shapes and sizes. These have a score of uses, from pressing velvet sleeves to shaping hats.

Radiant heaters (and fans). Because of the fire hazard, many dry-cleaning plants are built like bake-ovens. If the employees complain that they "bake" in summer and "freeze" in winter, sell them electric heaters and fans.

Electrified "spotting tables." On the order of ironing boards, these are the tables on which spots and stains are removed from garments. The newest models are equipped with electric blower, suction tool, atomizer, and immersion heater. Some have electric lamps under the glass table top, to enable the worker to place the part of the garment he is working on over a light.

The dry cleaner requires the aid of electricity in many ways during the cleaning process. If he is using old-fashioned methods, show him how to do it better and more quickly by means of electric appliances.

Every Cleaner Can Use Some of These

Electric refrigerating outfit for storing furs.

Electric pleating machines.

Electric glove forms.

Vacuum cleaners and carpet washers for rug cleaning.

Electric marking machines, used for marking and identifying clothing.

If your local cleaner cannot use all of these devices, perhaps he can use some of them. The cleaner who does merely the "finishing," farming-out the actual cleansing to a central plant, is just as good a prospect for the stain-removing, sewing, and ironing appliances.

When the sun shines brighter and the first robin appears, people begin to lay aside their winter garments and housewives supplant winter draperies and coverings with summer fabrics. At this time of the year, quite naturally, the cleaner is overwhelmed with work. It is his busiest season. All winter apparel is thoroughly cleansed at home or is sent to the cleaner for no one who is wise will store away during the summer clothing that is soiled to provide a feast for the predatory moth.

It is always easier to sell an appliance or commodity when there is a direct and urgent need for it. The sleaner's busiest season is approaching and now is the time to sell him on the ease and convenience of using electrical equipment in his workroom.

A part of the fixture and lamp display in the great cross-roads store of Garver Brothers Company, Strasburg, Ohio. In addition there is a complete line of floor lamps carried which are shown in an adjoining aisle. In the circle is John A. Pfaeffli, who as manager of the Garver electrical department, is electrical purchasing agent to some thousands of farms.

Selling Fixtures to Farmers

ONE of the interesting figures shown by the recent analysis of the home lighting contest primers disclosed that homes in very small towns of 500 or less showed a higher-than-national average, in wiring and lighting equipment, 19.6 outlets and 3.4 portable lamps per wired home as against the national average of 15.6 outlets and 2.8 portables.

The small towns in this survey were eleven small towns in Ohio. The names of the towns are not given but it may be that these better-than-average wired small towns are within the range served by that widely known country store, Garver Brothers Company of Strasburg, Ohio.

The cross-roads store has a fixture and lamp department that does a business of better than $12,000 a year in this town of only 917 people. They do this worth-while total by serving some 20,000 families in a radius of thirty miles.

There are forty departments in this store which is claimed to be the "world's largest country store", and electrical merchandise with home furnishings and china is third in importance among these forty departments.

The manager of the electrical department, John Pfaeffli, known throughout the Garver territory as "Big John", has been twenty years with Garver Brothers. He knows the buying habits of the country people and is electrical purchasing agent for some hundred thousand of them.

The spread of interest and selling opportunity on portable and floor lamps is nowhere more noticeable than among farmers, according to Mr. Pfaeffli. "The farmer of today," says Big John, "like his city brother, believes in better homes and is constantly on the alert for some item of furnishing that will beautify his home. Nothing is more attractive than a pretty lamp and we make it a practice to conduct visitors through this department and show them the newest in lamp designs.

"We have always maintained a lighting fixture and lamp department but in recent years we have gone into the line more extensively as we find a growing demand among our small town and country trade for lamps and all lighting equipment. We have found that the farmer is glad to buy his fixtures from us instead of going into the larger cities for them and also we draw a very satisfactory volume from the score of small towns surrounding Strasburg."

How the "World's Largest Country Store" Sells $12,000 a Year in Lighting Equipment

Some of the reasons for the satisfactory volume done by Garver Brothers in lamps and fixtures are, a well-selected stock in a full price range, good display, clean uncrowded surroundings, and constant advertising. In other words precisely the same primary merchandising factors, that sell in the city will sell in the small town.

A point worth noting in the Garver lamp display is that the lamps are lit all day long. Advertising is chiefly through the medium of the *Garver Store News*, an eight-page, newspaper-size, house organ mailed the first week in each month to 12,000 families within a radius of thirty miles from Strasburg. Each department gets a regular allotment of advertising space and the lamp and fixture frequently get a full page.

Red Seal Pays, Say Newburgh Contractors

NEWBURGH, N. Y., has the distinction of exhibiting the first Red Seal Electric Home which opening August 28 was, for two weeks, open to the public. One of the editors of *Electrical Merchandising* recently interviewed a number of Newburgh contractors to get, if possible, a line on the results of the Red Seal Electric Home and the Red Seal Plan in Newburgh. The Newburgh Red Seal license is dated July 20 so the following account of results shows the experience of less than six months.

The outstanding fact gained by these interviews is that there is no doubt in the minds of the Newburgh contractors about the dollars-and-cents value of Red Seal to them.

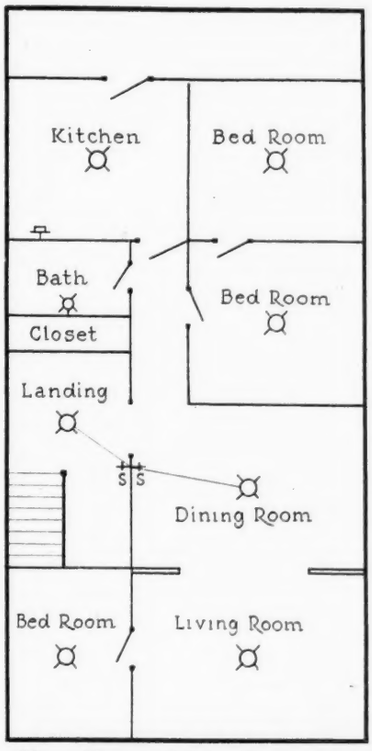
Red Seal is making its appeal to architects, building contractors, speculative builders, home owners and the ever influential housewife. That the Red Seal message reached the housewife via the Red Seal home is shown by a comment of one woman visitor at the electric home, quoted by G. D. Munger, secretary of the Hudson Valley League:

"Red Seal is a wonderful thing to the housewife. We built a house and the electrical work was given careful consideration. We went over the plans with the electrical contractor and had everything installed which we thought necessary. After the house was completed, we began to find a number of things that were necessary which we had left out. A few changes were made at a great expense and our house is still inconveniently arranged as a result of our lack of electrical knowledge at the time of building. The Red Seal plan assures the housewife that she will have every electrical convenience without the fear of having a lot of unnecessary work done."

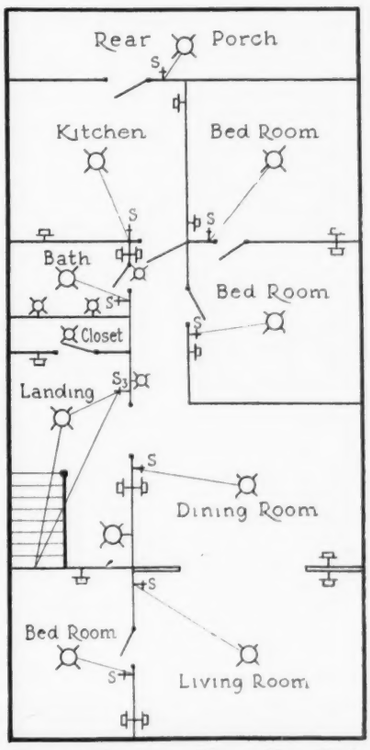
THE Red Seal plan is now operating in 659 communities with a total population of 9,374,027.

Local plans for securing Red Seal licenses are approaching completion by Leagues in twenty-one cities. Consideration is being given local plans in twenty-two cities.

The seventeenth license was issued January 5 to the Electric League of Northern Illinois.



Floor Plan as Originally Submitted Showing Wiring Requirements



Plan of the Same Floor After Red Seal Installation Was Made

In and about Newburgh are a large number of small houses of the two-story type with the garage built in the first floor. The wiring of these houses rarely exceeds nine or ten ceiling outlets and one or two switches.

Recently, S. Risio, an electrical contractor of Newburgh, was called to figure the wiring of one of these jobs. When getting his data from the plans he mentioned the Red Seal plan. The owner recognized the term Red Seal and asked for detailed explanation. Mr. Risio had little trouble selling the idea and the owned signed the Red Seal contract.

The completed job equipped this house with thirteen ceiling outlets, eight wall outlets, eighteen convenience outlets, ten one-way switches and two three-way switches as shown in the diagram, a total of fifty-one outlets where the original plan had called for thirteen.

As a result of the Newburgh Red Seal electric home, N. J. Flemming has sold one wiring installation, fixtures and appliances which were an exact duplication of the electric home.

He has sold twenty-five dining room units, such as were used in the electric home, at forty dollars each.

Three weeks after the opening of the home, Mr. Flemming did over $2,000 worth of additional business and has now just finished his fourth Red Seal installation.

Mr. Flemming has put a great deal of money and time into the Red Seal home but he feels that his efforts have been repaid a hundredfold.

One of the most important results of the Red Seal activity in Newburgh has been the increase in outlets installed in homes that are not Red Seal homes. In other words the public is awake to more convenient wiring even though not all owners and builders get a Red Seal.

Extra outlets placed in apparently poor houses bring surprising results. This has been the finding of M. Hannan of Newburgh.

He was figuring on a wiring installation in a house which was built from the timber and siding of an old wrecked river boat. The work required was only the placing of a drop cord in each room which would seem to be ample electrical installation in such a construction. However, Mr. Hannan persuaded the owner to install a switch in each room and a few convenience outlets placed in handy locations throughout the house.

In a couple of weeks, Mr. Hannan called to see how the wiring was liked. The owner was more than pleased and said that he could now use the electrical appliances received as Christmas presents.

Much to his surprise Mr. Hannan found in this home a new washing machine, vacuum sweeper, toaster, percolator, and floor lamp; all of which had been the useful presents from friends who knew the owner was having electricity put in his home.

This is an interesting instance of how the Red Seal may benefit the contractor two-fold—directly by giving him a larger number of outlets per job and indirectly by creating a better market for appliances.

Mr. Hannan states that since the Red Seal plan has been promoted by the Newburgh contractors, he has installed at least five extra outlets in each job. One general contractor who is building a number of homes all of about the same size and type, after seeing the Red Seal home and getting an idea of what better wiring means changed his specifications by adding five switches and three convenience outlets in each home.

Generally Stimulates Business

Every contractor in the locality feels that he has received a great benefit from the interest in more complete wiring created by the Red Seal plan. The following are typical cases of contractors reporting extra profits due to Red Seal.

Carl Hansen has installed over $500 worth of convenience outlets and figures that he has received at least $1,000 in additional business.

As a direct result of the Red Seal home, C. J. Mesger has made $1,500 in sales and notes a general increase in his wiring business.

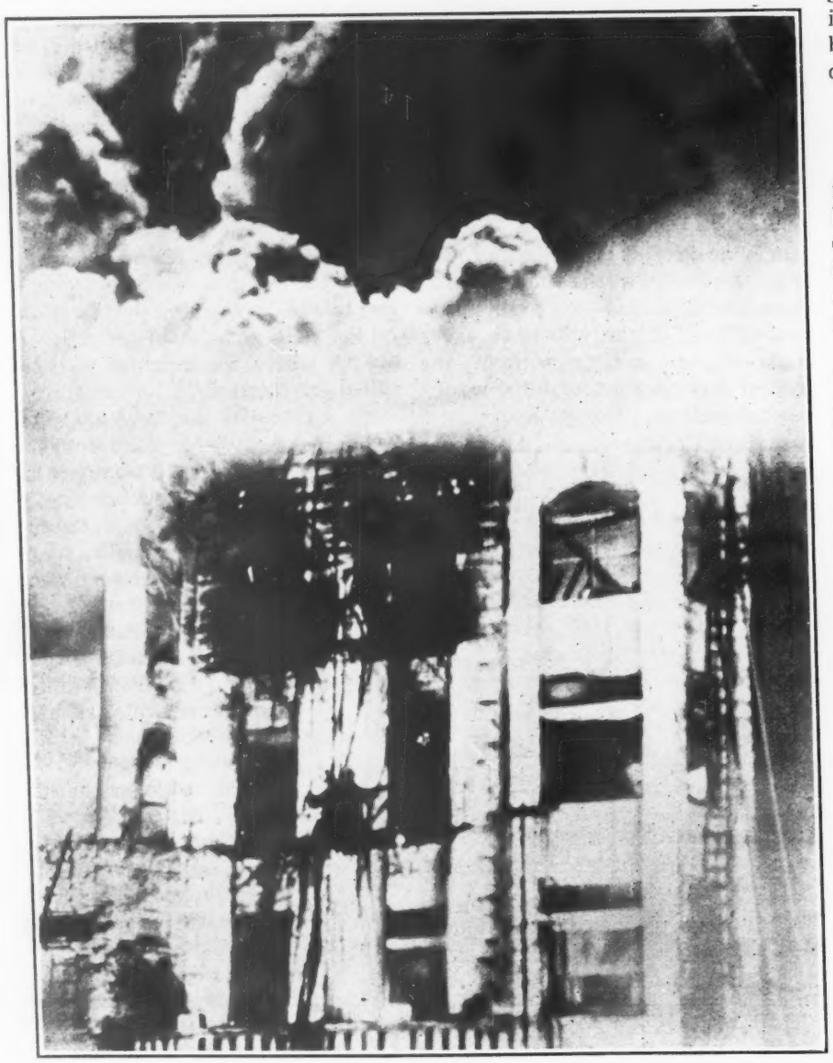
Although interested mostly in power and factory installations C. J. Olson believes that it has increased his business to the extent of about $500.

A. H. Lamb, who has just recently established his business in Newburgh, finds that he has been able to sell at least two additional outlets per job. In one instance an owner was building a house the plans of which called for a total of eighteen outlets. Mr. Lamb explained the Red Seal plan and the owner installed everything required. The contract called for a total of fifty-two outlets.

There can be no more convincing proof than these statements from men who have planned and successfully worked it out in a town of 35,000 population.

Red Seal means bigger, better electrical contracts for bigger better electrical contractors.

Amateur Wiring with Lamp-cord Caused This Fire, Killing Eight



One of the most tragic results of "bootleg" wiring with portable lampcord was this recent fatal fire in Chicago. The four-story building had been converted into eight apartments, and although the original wiring had been condemned, the tenants had run circuits of lampcord fed from the hall fixtures and tacked across ceilings and mouldings. A door rubbed one of these impromptu circuits; the sparks from the resulting short-circuit started this $50,000 fire, and eight persons died in the catastrophe.

This and other fires from faulty electrical construction and improper use of devices, are described in an interesting article by Victor H. Tousley, analyzing "Electrical Fires and Their Causes" on page 6111 of this issue of *Electrical Merchandising*.

Safeguards for the Contractor's Customers

A Few Rules Which the Electrical Contractor May Profitably Circulate Among the People in His Community

CUSTOMERS generally realize the value of electricity and as a rule will not deliberately abuse its use. A large majority of the reasons for the installation of bootleg wiring and the improper use of appliances and fixtures, are the direct results of the owner's lack of knowledge of the correct use of electricity and the dangers caused by not heeding a few simple rules.

If care were taken to thoroughly educate the owner along these lines, he would not only be more careful himself but would take decided steps to prevent the carelessness of the irresponsible person, a large number of which are causing continual hazard to electrical industry throughout the country.

The electrical contractor can effectively inform his customers and prospects of the necessary rules to follow, and will also establish a dominating good will, if he will have printed on a card or small booklet, and distribute among the owners and influential persons in his community the following rules which were recently prepared by the Kansas City, Mo., electrical inspection department.

The observance of these rules will prevent a lot of trouble.

Electricity Is Safe

—If These Few Simple Rules Are Observed

1. If a fuse blows out, you are either overloading your wiring system, or you have a defective appliance connected to your outlets. The trouble is not corrected by increasing the size of the fuse which is the electrical safety valve. Use not larger than 15-ampere fuses for your house circuits. Never place a metal washer or coin behind the fuse, thereby eliminating all chance of fuse protection.

2. Have all appliance cords repaired or replaced when they become worn or ravelled.

3. Do not attempt to install additional wires in your home. Your best insurance against fire is to have such wiring done properly with the right material by experienced electricians.

4. Wires must not be tacked to walls or baseboards with staples. Connected extension cords hung on nails very often cause serious fires since the weight of the cord after a time presses the insulation away from the wires causing a short circuit.

5. Brass-shell sockets in bath rooms and on wet concrete floors in basements often cause serious injury from electrical shocks.

6. Do not move or handle electrical appliances such as heaters, violet rays, curling irons or washing machines while your body is in contact with water piping or grounded metal.

7. Always keep electrical heating devices away from combustible materials. Provide an approved metal stand for the iron and use it, whether the current is on or off.

8. Do not leave small children in charge of portable heating devices that are in operation. They may turn them over on your newspaper, curtains or rugs with serious consequences.

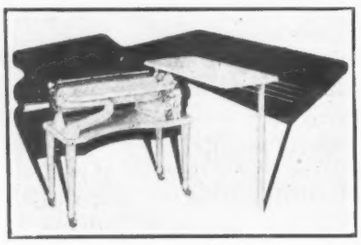
9. Lights in clothes closets should never be left burning when the door is closed. The light socket must be well isolated from every inflammable material.

10. Never use irons, toasters or other similar heating devices to warm the bed. There are numerous approved electric heating devices for this purpose.

11. Keep cords to portable lamps in view and away from rockers and the like. You encourage trouble when they are placed under the rugs. If the standard length cord that comes with your device does not reach your present convenience outlet, you need another properly wired outlet placed where you can easily and safely plug in the cord.

12. Electricity is your most faithful servant and is *safe* to use if only such simple precautions are observed.

New Electrical Merchandise

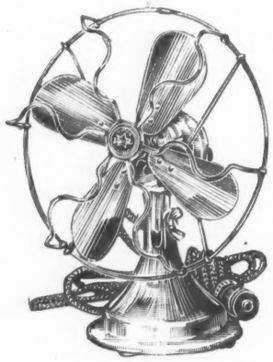


Electric Ironer

Electrical Merchandising, February, 1926

Many novel features are incorporated in the new ironer brought out by the Savage Arms Corporation, Utica, N. Y. The most outstanding of these features is the guide board control which is similar in operation to the typewriter space bar, permitting manipulation of the shoe by a slight downward pressure on the guide board anywhere along its entire frontage.

The ironer comes in an electrically-heated type only. It has 26-in. roll, made of sheet steel, and a cast iron shoe. The wattage of the shoe is 1,000 watts, and that of the motor (⅛-hp.) 200 watts, with maximum load. The design of the machine is known as a semi-open end. The release button, pressing lever and switches are all conveniently located. The ironer has table top which is swung to the right when the machine is in operation, thus providing a table for finished work and supporting four drying rods which may be pushed out of sight, when the machine is not in use. The bearings are Durex self-lubricating and the gears are packed in grease requiring renewing only every three years. The finish of the ironer is Egyptian white with nickel trimmings.



Electric Fans

Electrical Merchandising, February, 1926

For the 1926 fan season the Fitzgerald Manufacturing Company, Torrington, Conn., is offering an 8-in. and 10-in. non-oscillating fan and a 10-in. oscillating fan. The fans have universal motors, heavy blade guards and all-over nickel finish. The height overall of the 8-in. fan is 11 in. and its intended retail price is $6.50. The 10-in. fans have three-speed control switches. The straight model, 13 in. overall, is $10. The 10-in. oscillating fan has an overall height of 14½ in. and retails for $13.50.

Luminous Switch Plate Screw

Electrical Merchandising, February, 1926

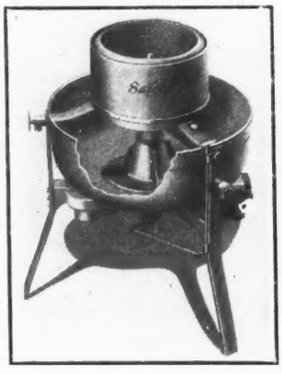
To meet the demand for luminous wall switches the Eagle Electric Manufacturing Company, 38 South Eighth Street, Brooklyn, N. Y., is bringing out a new luminous switch plate screw. This new screw, the company claims, is made to create a maximum luminosity, accomplished by its large size which is double that of many luminous devices now on the market.

Wringerless Washer and Dryer

Electrical Merchandising, February, 1926

Two separate compartments make up the design of the "Safety Washer-Drier" of the Staple Appliance Company, 1435 Franklin Street, Detroit, Mich., so that one batch of clothes may be rinsed, blued and dried while another batch is being washed.

The lower, or washing compartment, is of the dolly type. The tub is made of one piece rolled aluminum. The rinsing and drying compartment which is constructed over the central portion of the washer, is also made of aluminum. The drying compartment is equipped with separate drain valves which permit hot suds and water to be drained directly to the washing compartment; or rinse water to be drained outside to the waste. The motor is ⅓ hp. of standard make. All heavy loads are carried on ball bearings and all other bearings except the motor, are graphite bronze oilless bearings. Intended retail price, $155.



Combination Fruit Bowl and Lamp

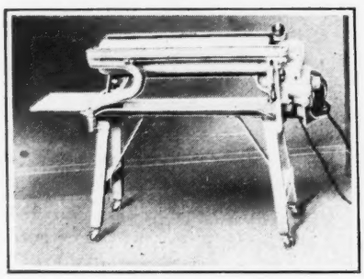
Electrical Merchandising, February, 1926

Something exquisite and unusual in lamps is that pictured, offered by the Oscar O. Friedlaender Company, 49 West Twenty-third Street, New York City. The lamp is built on a foundation of a polished cut glass fruit bowl out of which rises a carved bronze stem bearing a cluster of grapes enclosing the light source. Four leaves which trim the stem of the lamp in grape vine design are wine color and green. The grapes are pale green in color.

Curling Iron

Electrical Merchandising, February, 1926

The Fitzgerald Manufacturing Company, Torrington, Conn., announces that it is planning to supply its No. 1004 "Junior" curling iron in colors of pink, blue and ivory. The retail price of the new curler is $1.25.



Small Ironing Machine

Electrical Merchandising, February, 1926

Because it needs a floor space of but 42 in. by 19 in. the small "Rainbow" ironer of the Rainbow Appliance Corporation, Rochester, N. Y., is particularly suited to the small home or apartment. This little ironer with the 30-in. roll can be easily tucked away into an odd corner.

The ironer has open end and finger-tip control bar which is set flush with the guide table surface. The motor switch, pressing lever (which holds the roll stationary when pressing trousers skirts, etc.) and the emergency lever are all grouped together within convenient reach of the operator. The ironer may be had in gas or electrically-heated types. Intended retail price, gas-heated, $150; electrically-heated, $165.

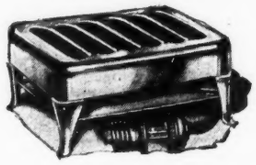


Table Stove

Electrical Merchandising, February, 1926

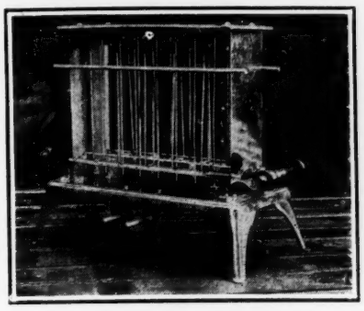
The Superior Electric Products Company, 2206 Pine Street, St. Louis, Mo., is bringing out a new No. 10 table stove that has Nichrome element, two-piece plug and full length cord protected by asbestos sleeves. Its size is 6½ in. by 5½ in. by 3 in. and it is finished in polished nickel. Intended retail price, $1.25.

Hair Dryer

Electrical Merchandising, February, 1926

Among the new "Star-Rite" appliances of the Fitzgerald Manufacturing Company, Torrington, Conn., is a hair dryer, No. 502, which has new removable heating element. It is equipped with two switches, snap style, one for motor and one for heat. It is made for use on either direct or alternating current and is very light in weight. The handle is rosewood. Wattage, 375. Intended retail price, $9.

for Spring 1926 Buying Season



Toaster

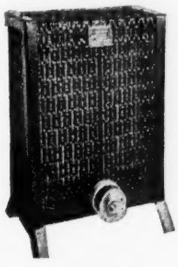
Electrical Merchandising, February, 1926

The Eureka Tool & Machine Company, 42 Walnut Street, Newark, N. J., is manufacturing an electric toaster, the design of which may be seen from the illustration. It may be had for 32-volt or 110-volt use. Intended retail price, $2.95.

Portable Heater

Electrical Merchandising, February, 1926

Nine sizes of portable radiant heater, from one to heat the chilly bathroom to one of 8,000 watts, are being made by the Electric Heating & Manufacturing Company, Sixth Avenue, Seattle, Wash. All models have from three to six heats each. The heaters are attractively finished in black enamel with nickel trimmings.



Torch Lamp

Electrical Merchandising, February, 1926

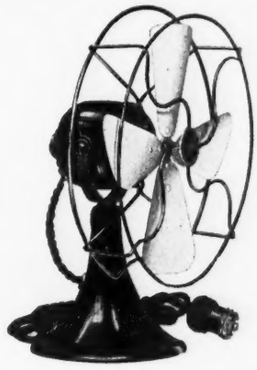
For candle type fixtures the North American Electric Lamp Company, 1114 South Grand Boulevard, St. Louis, Mo., has brought out its "Torch-O-Lite" lamp which may be obtained in clear, frosted and opaque types. The opaque colors that may be had are flame tint, red, green and yellow. The intended retail price of the clear lamp is 45c.; frosted, 50c.; opaque, 55c.

8-in. Non-Oscillating Fan

Electrical Merchandising, February, 1926

The Emerson Electric Manufacturing Company, St. Louis, Mo., is offering among its new 1926 fans its No. 444, 8-in., 2-speed, non-oscillating fan, for use on 110 volt, a.c. or d.c. circuits. This new "Northwind" fan supersedes the brass finish fan of this size.

The motor body is exceptionally large for a fan of this size. The motor is mounted in a trunnion which permits adjustment vertically and has a swivel adjustment in the base, allowing the breeze to be directed to either side. The fan can be easily and quickly readjusted for wall bracket use. It is finished in black enamel with blades in light matt brass. Intended list price, $7.50.



Waffle Iron

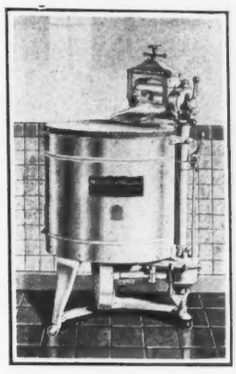
Electrical Merchandising, February, 1926

An attractive addition to electrical table appliances is the "Star-Rite" waffle iron of the Fitzgerald Manufacturing Company, Torrington, Conn. The removable grids are made of aluminum and measure 6¾ in. in diameter. The iron has polished nickel finish and ebonized handles. Wattage, 550. Designed for use on 104-115, 210-220, 230-250-volt, a.c. or d.c. circuits. Intended retail price, $9.

Brush and Suction Cleaner

Electrical Merchandising, February, 1926

Combining a motor-driven brush with suction is the new "Moto-Brush" vacuum cleaner of the Federal Electric Company, 8700 South State Street, Chicago, Ill. It has a 1/5 hp. high speed motor and a nozzle that is instantly adjusted by simple lever for varying rug thicknesses. The beating brush, it is pointed out, taps the rug or carpet at the rate of 2,000 times per minute, loosening all embedded dirt. The switch is in the handle, within convenient reach of the operator. The body of the cleaner is of highly polished aluminum. Intended retail price, without attachments, $65. Attachments, $10 extra.

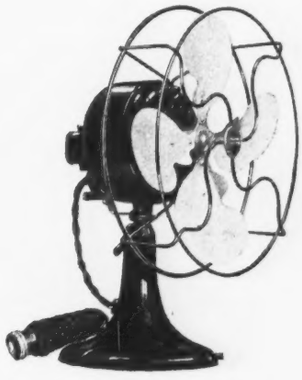


Washer

Electrical Merchandising, February, 1926

Operating on the "vertical oscillator" principle is the new washer of the Woodrow Manufacturing Company, Newton, Iowa. The copper tub rotates and reverses on a vertical axis within an outside steel jacket, causing the water to plunge over three nickeled brass wings which are part of the tub. There are no moving parts inside the tub. Another advantage of the machine, it is pointed out, is that a few clothes, requiring but a small quantity of water, can be washed as efficiently as a full load. The wringer is equipped with the "Saf-T-Feed" and may be lifted off and replaced by a porcelain top, thus converting the machine into a kitchen table between washings. The finish of the machine is gray "Opex" lacquer, trimmed in stippled aluminum and nickeled copper.

An outstanding feature in the machine's construction is the application of Strom, SKF, Timken and Hyatt ball and roller bearings, machine cut steel gears, automotive cone clutch, positive lubrication system and other refinements commonly known in automobile manufacture.



9-in. Oscillating Fan

Electrical Merchandising, February, 1926

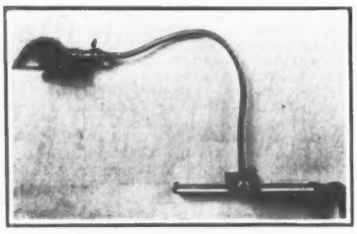
The "Emerson Jr. Oscillator," presented this season for the first time by the Emerson Electric Manufacturing Company, St. Louis, Mo., embodies the same oscillating mechanism used for many years on Emerson fans. It is intended for use on a.c. circuits only and is a single-speed fan, with switch in the base. Two ranges of oscillation are provided, 45 deg. and 90 deg., or the non-oscillating position, secured by means of the adjusting disc. The Parker blades are finished in dull brass while the guard, motor and base are finished in black enamel. Intended retail price, $15.

To Help You Select Electrical Merchandise—

Time Switch

Electrical Merchandising, February, 1926

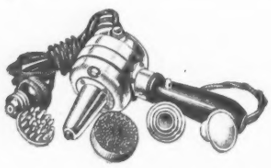
Many uses are found for a time switch of the type made by the Eureka Tool & Machine Company, 42 Walnut Street, Newark, N. J., including show windows, poultry houses, electric signs, furnace controls, battery chargers, etc. The switch weighs but 1 lb. and its size is 4⅞ in. x 3½ in. x 3 in. It is made for use on 220, 110 or 32-volt circuits. Intended price, $6.75.



Adjustable Light With Multiple Outlet

Electrical Merchandising, February, 1926

In addition to providing an adjustable drop light, the "Speederlight" of the Multiple-Socket Fixture Company, 374 East 152d Street, Cleveland, Ohio, also affords one or two additional outlets. The fixture has an adjustable sliding track along which the light may be placed to suit the eye comfort of the operator. The fixture was designed primarily for use by dentists, draftsmen, painters, tool makers, general mechanics and in industrial plants where light is required from time to time on close work. The company makes adjustable fixtures of various types, ranging in price from $4 up.



Vibrator

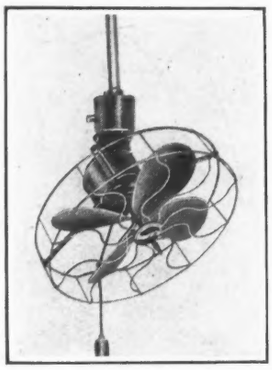
Electrical Merchandising, February, 1926

Four applicators,—cup, comb, disc and sponge—are included in the new Model C "Star-Rite" vibrator of the Fitzgerald Manufacturing Company, Torrington, Conn. The appliance is light in weight and easy to handle and is made for use on either direct or alternating current. The start and stop switch is in the polished rosewood handle. The shell is of steel, highly nickel finished. Wattage, 25. Intended retail price, $7.50.

Rotating Fan

Electrical Merchandising, February, 1926

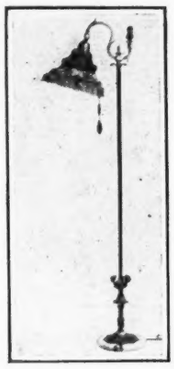
Mounted at a 45 deg. angle on a hanger, the new 16-in. "Rotaire" fan of the Merchandising Department of the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, is so geared that the fan rotates completely around the hanger, throwing the breeze to all parts of the room, with equal benefits to all the occupants. The new fan, it is pointed out, will efficiently cool a circle 20 ft. in diameter, its breeze penetrating the air at a distance of 16 ft. from the fan. It is particularly adapted to hotels, offices, art shops, barber shops and all kinds of stores and store rooms.



10-in. A. C. Oscillating Fan

Electrical Merchandising, February, 1926

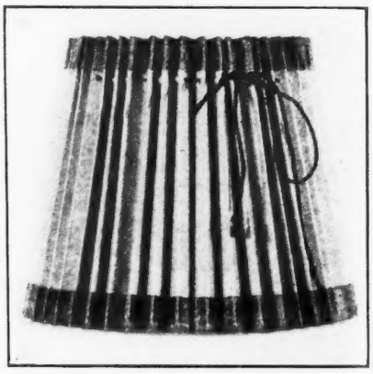
Another new fan for the coming fan season is the 10-in. oscillating No. 46 model of the Robbins & Myers Company, Springfield, Ohio. It has a single oscillating sweep making five complete oscillations per minute over 75 deg., the manufacturer explains. It can be made non-oscillating by setting the outer end of the connecting rod and crank pin to the center of the propeller plate. The fan, which has three speeds, embodies an efficient motor of shaded pole type and a gear mechanism which is integral with the rear head bracket and fully enclosed within a removable end cover. A hinge joint is provided for vertical adjustment and wall mounting. The finish is baked black enamel relieved with gilt lines on motor and base. The steel blades have black satin finish. Intended retail price, with 110-volt, 50 and 60 cycle ratings, $16.50; 220-volt type, $18.



Lamp Shade With Luminous Design

Electrical Merchandising, February, 1926

Even the most attractive lamp shade is lost in a darkened room. Not so, however, in the case of the new "Ray Glow" Velvomir shade of the Rindsberger Manufacturing Corporation, 18 East 24th Street, Chicago, for in a darkened room the design stands out with a silvery light. The shade is of the popular beaded fabric type and the unusual effect is produced by the treatment of beads forming part of the design to render them luminous.



Pleated Parchment Shades

Electrical Merchandising, February, 1926

Parchment, hand-tinted in attractive colors, and bound with silk ribbon of contrasting shades, is pleated to form lamp shades which may be had in sizes from 4 in. to 20 in. or larger if desired. The shades may be obtained from the Sun Glo Lamp Shade Company, 54 West 21st Street, New York City. Intended retail price of the 6-in. shade is about $1.75. Prices of other sizes range accordingly.

Cut Glass Switch Plate

Electrical Merchandising, February, 1926

All standard switches can be accommodated by the cut glass "Crystal" switch plates made by the Crystal Switch Plate Company, 20 South William Street, New York City. Many different types of plate may be had, including push button plate, rectangular hole toggle plate, round hole toggle plate, single outlet receptacle plate, duplex receptacle unit, pilot light and bull's eye and radio outlet plate. The standard finish is silver mirror or transparent, special finish, French gray, tile white or buff and extra special finish of 24 k. gold mirror. All plates are backed with an asbestos cushion to add tensile strength and resiliency and to prevent breakage caused by expansion and contraction of glass. Some of the plates may be had up to 10 gangs, others up to 3-gang only. Prices range from $2 up, according to type.

Latest Developments Gathered by the Editors

Lighting Unit for Lamps

Electrical Merchandising, February, 1926

A new "Holophane" glass unit for use with portable lamps, to provide properly diffused light without glare, is being marketed by the Art Lamp Manufacturing Company, 1435 South Wabash Avenue, Chicago. The new unit consists of two specially designed pieces of Holophane glass, supported, as shown in the accompanying illustration, on a candle fitting with a pull chain socket and a bronze gilt fitting threaded to fit any floor or table lamp. The threaded pipe at the top is for shade and finial. The unit takes a 100-watt Type C lamp. Intended retail price, $10.

Lamp Shades

Electrical Merchandising, February, 1926

Parchment-like paper from Japan, in soft, blended and mottled color effects is used for the new lamp shades brought out by the Gibson Art Company, Cincinnati, Ohio. The shades come in three sizes, 5, 8 and 9 in. high, in assorted color combinations, with decorative cord and bead tassel of contrasting color. They are very inexpensive and in addition to use in the home, make excellent decorations for parties and dances. Intended retail price of shade and frame about 50c., 75c. and $1, according to size.

Please Note

Electrical Merchandising, February, 1926

In the fan directory in January *Electrical Merchandising* the Emerson Electric Manufacturing Company, St. Louis, were listed as offering two 9-inch; one 48-inch ceiling; one 8-inch non-oscillating, and 10-inch oscillating fans. These it should be noted are only their 1926 new fan products and in addition they are producing as heretofore a full line of fans in all commercial sizes and types.

Ironer with Table Top

Electrical Merchandising, February, 1926

When not in use as a laundry accessory, the new ironer of the Conlon Corporation, 19th Street and 52d Avenue, Chicago, serves as a kitchen table, with white porcelain top. The ironer may be had in gas or electrically-heated models. Special wiring is not required for the electrically-heated ironer for it can be operated from a convenience outlet. Full open-end roll and automatic control are also features of this new appliance.

Extension Cluster for Vase Adapter

Electrical Merchandising, February, 1926

The Eagle Electric Manufacturing Company, 38 South Eighth Street, Brooklyn, N. Y., is manufacturing a two-light cluster with adjustable stem that locks at any height by turning a thumb screw. Its minimum height is 8 in. and its maximum height 12 in. It may be had in brush brass or gun-metal finish.

Vitrified Pottery Bathroom Bracket

Electrical Merchandising, February, 1926

Fitting over the bathroom mirror and used with the half-moon or parabola shade, the new vitrified pottery bathroom bracket of Franklin Pottery, Lansdale, Pa., gives light where it is needed without unpleasant glare. The fixture is made either in white or colors to harmonize with other furnishings and fittings.

The new fitment can be had either with keyless or pull chain socket and with or without convenience outlet.

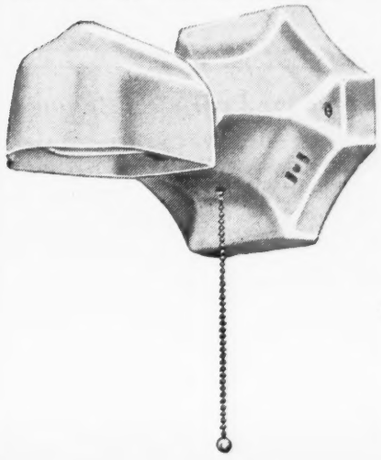


Table Stoves

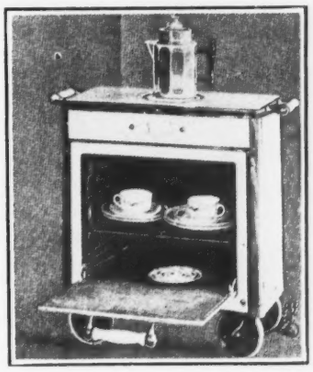
Electrical Merchandising, February, 1926

Both single and double-burner models are offered in the electric table stove of the Superior Electric Products Company, 2206 Pine Street, St. Louis, Mo. The stoves are equipped with Nichrome elements set in porcelain plate and have indicating rotary snap switches. The bottom of the stoves are enclosed in metal. The finish is polished nickel. No. 51, the single burner stove, measures 8¾ in. by 8¾ by 5¾ while the two-burner stove measures 18 in. by 8¾ by 5¾ in. The intended retail price of No. 51 is $4.30; No. 52, $7.

Wired Breakfast Wagon

Electrical Merchandising, February, 1926

For the luxury of an occasional breakfast in bed, for the tea or bridge party, for the cottage and sick room is a new electric wagon designed by the Champion Stove Company, Cleveland, Ohio. The appliance consists of a stove on wheels and may be had with two electric burners on top, two on top and one in the oven or one on top and one in the oven. The frame is made of enameling iron, finished in white porcelain, nickel finish, black enamel or Monel metal. The bottom plate completely encloses the electrical units. Three degrees of heat are available to each element, low (165 watts), medium (330 watts) and high (660 watts). The appliance is intended for use on 110- to 120-volt and 220-volt a.c. or d.c. circuits.



Motor Heater for Automobiles

Electrical Merchandising, February, 1926

Scoring of cylinders and difficulty in starting are avoided in cold weather by keeping the engine warm which may be accomplished by an electric heater of the type developed by the General Manufacturing Company, 254 Fourth Avenue South, Minneapolis, Minn. The heater, known as the "Northland," is made in various types for all makes of cars and is designed for insertion into the water circulating system. The sale of the heater is expected to be greatest among owners of automobiles who park them in open air stations equipped with convenient current taps and in unheated garages.

Semi-industrial Merchandise and Construction Equipment begin on page 6120.

Electric Cooking Costs 6.2 Cents per Person per Day

"Don't Be Afraid of the Expense," Says the Hartford Electric Light Company and Proves That It Doesn't Amount to Much

"MANY people would like to have the advantages and comforts of electricity for cooking, but they are afraid of the cost of the current," says the Hartford Electric Light Company, in a unique single-sheet circular recently mailed to its customers. "It is hard for them to believe that the entire electric bill for cooking and lighting is a reasonable figure—rarely much more than for coal or gas — and worth every penny it costs," it goes on to say and thus squarely faces one of the real issues in merchandising electric ranges.

It then proceeds to "lick" this issue by printing facts and figures which show that the *actual* cost of electric cooking and lighting as conducted by fifty-eight typical families in Hartford and vicinity, is 6.2 cents per person per day. Its survey covers homes ranging in price from $7,000 to $25,000, and families from two in number to six.

The Facts and Figures Given Carry Conviction

The electric range rate in Hartford is 4c. a kilowatt-hour. At this rate, they show, for example, that it costs J. G. Harvey of 416 So. Main St., who has a family of three, $4.68 a month for his electric cooking and his electric lights.

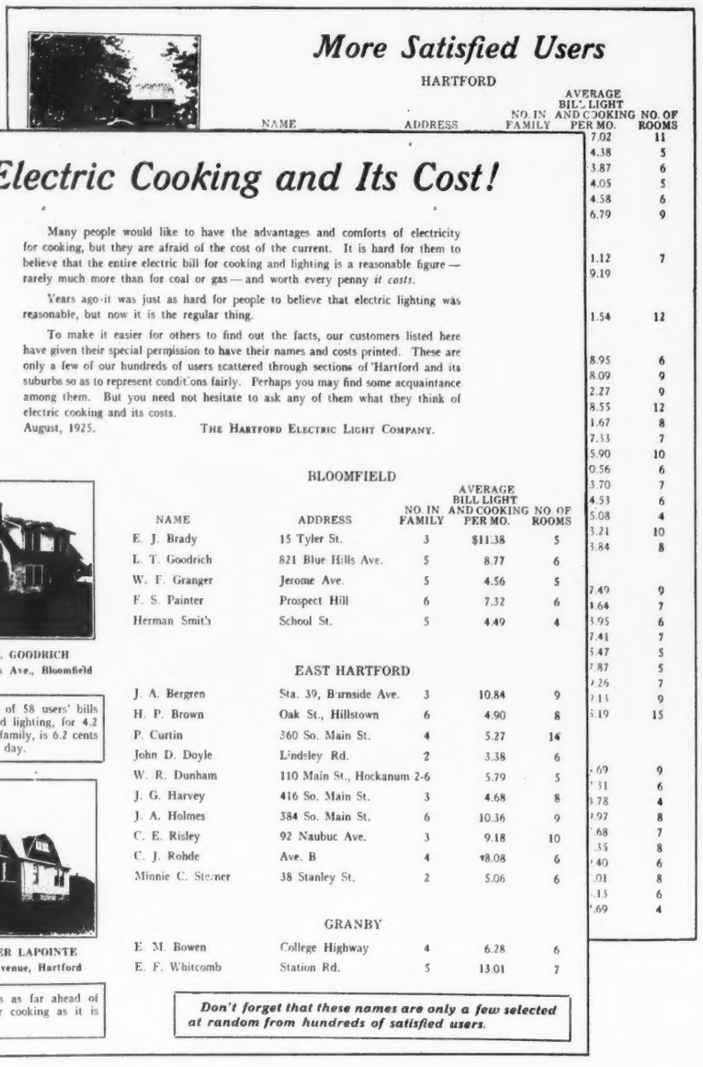
A feature of this mailing piece which add to its effectiveness is that it illustrates five of these "electric range" homes. Here are a number of the trite but convincing sayings which are run in "boxes" under these illustrations:

"The average of 58 users' bills for cooking and lighting, for 4.2 persons in the family, is 6.2 cents per person per day."

"Electricity is as far ahead of other fuels for cooking as it is for lighting."

"People used to *fear* the cost of *electric lighting.*"

"In cottage or mansion our customers find electricity for cooking to be practical and inexpensive."



More Satisfied Users

HARTFORD

NAME	ADDRESS	NO. IN FAMILY	AVERAGE BILL LIGHT AND COOKING PER MO.	NO. OF ROOMS
			7.02	11
			4.38	5
			3.87	6
			4.05	5
			4.58	6
			6.79	9
			1.12	7
			9.19	
			1.54	12
			8.95	6
			8.09	9
			2.27	9
			8.55	12
			1.67	8
			7.33	7
			5.90	10
			0.56	6
			3.70	7
			4.53	6
			5.08	4
			3.21	10
			3.84	8
			7.49	9
			1.64	7
			3.95	6
			7.41	7
			5.47	5
			7.87	5
			0.26	7
			0.13	9
			5.19	15
			.69	9
			7.31	6
			1.78	4
			1.97	8
			.68	7
			.35	8
			1.40	6
			.01	8
			.13	6
			1.69	4

Electric Cooking and Its Cost!

Many people would like to have the advantages and comforts of electricity for cooking, but they are afraid of the cost of the current. It is hard for them to believe that the entire electric bill for cooking and lighting is a reasonable figure — rarely much more than for coal or gas — and worth every penny *it costs.*

Years ago it was just as hard for people to believe that electric lighting was reasonable, but now it is the regular thing.

To make it easier for others to find out the facts, our customers listed here have given their special permission to have their names and costs printed. These are only a few of our hundreds of users scattered through sections of Hartford and its suburbs so as to represent conditions fairly. Perhaps you may find some acquaintance among them. But you need not hesitate to ask any of them what they think of electric cooking and its costs.

August, 1925. THE HARTFORD ELECTRIC LIGHT COMPANY.

MR. L. T. GOODRICH
821 Blue Hills Ave., Bloomfield

The average of 58 users' bills for cooking and lighting, for 4.2 persons in the family, is 6.2 cents per person per day.

MR. PETER LAPOINTE
Belanger Avenue, Hartford

Electricity is as far ahead of other fuels for cooking as it is for lighting.

BLOOMFIELD

NAME	ADDRESS	NO. IN FAMILY	AVERAGE BILL LIGHT AND COOKING PER MO.	NO. OF ROOMS
E. J. Brady	15 Tyler St.	3	$11.38	5
L. T. Goodrich	821 Blue Hills Ave.	5	8.77	6
W. F. Granger	Jerome Ave.	5	4.56	5
F. S. Painter	Prospect Hill	6	7.32	6
Herman Smith	School St.	5	4.49	4

EAST HARTFORD

J. A. Bergren	Sta. 39, Burnside Ave.	3	10.84	9
H. P. Brown	Oak St., Hillstown	6	4.90	8
P. Curtin	360 So. Main St.	4	5.27	14
John D. Doyle	Lindsley Rd.	2	3.38	6
W. R. Dunham	110 Main St., Hockanum	2-6	5.79	5
J. G. Harvey	416 So. Main St.	3	4.68	8
J. A. Holmes	384 So. Main St.	6	10.36	9
C. E. Risley	92 Naubuc Ave.	3	9.18	10
C. J. Rohde	Ave. B	4	8.08	6
Minnie C. Steiner	38 Stanley St.	2	5.06	6

GRANBY

E. M. Bowen	College Highway	4	6.28	6
E. F. Whitcomb	Station Rd.	5	13.01	7

Don't forget that these names are only a few selected at random from hundreds of satisfied users.

Are Your Prospects Acquainted with the Low Cost of Electric Cooking?

This inexpensive, yet effective, single-sheet circular presents facts only. It tells what it actually costs to cook with electricity in fifty-eight typical homes. This is analyzed by number in family, number of rooms and average bill for cooking and lighting per month. It was estimated that the profit on one range would almost cover the expense of this mailing piece. As a matter of fact the response to this appeal far exceeded the expectations of its originator.

Obtaining customers' permission to use their names is not a difficult matter. In fact, so pleased are most users with electric cooking results that they are glad to co-operate when called upon.

The Hartford Electric Light Company, it will be remembered, recently declared a unique "consumer dividend" in the form of a rebate on all lighting bills. Apparently electric ranges in Hartford are a good thing for the electric company as well as for the consumer.

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas

Stock a Variety to Meet Every Taste and Pocketbook

A PERCOLATOR campaign to reach the greatest effectiveness must concentrate on one or two styles and prices. But there is a steady all-the-year-round sale of percolators which calls for variety both in styles and in prices. The woman shopping for a percolator has sometimes a particular percolator in mind but more often she is "looking around."

This woman is being sold by a percolator display that includes a variety of styles and above all a range of prices. Don't have only Rolls Royce percolators when the Ford pocketbook has to be fitted and don't have only Ford "perc's" in stock when Mrs. Millionaire comes shopping. For all-season shoppers percolator variety means percolator profits.

Three New Central Station Retail Stores to Spread Electrical Home Comforts

IT requires no effort to get customers into a store when pleasant surroundings such as these are offered. Both views on this page are of the new Electric Shop of the Hamilton Service Company, at Hamilton, Ohio, one of the properties of the Columbia system. The striking feature of this new store is its spaciousness, for a retail shop with a 50 ft. front and 190 ft. depth is seldom encountered, even in large cities.

Wall mirrors, vertical and horizontal, wired and plain, adorn the walls. They serve not only to "set off" the lamps and less showy merchandise but find a lively sale as well. Two 16-ft. show cases are required for the large assortment of toasters, irons and other small appliances.

LABOR - SAVING appliances, although not readily lending themselves to attractive display like lamps and small heating appliances, nevertheless are not neglected.

They are "brightened by" lighting fixtures which are displayed overhead, thus lending sufficient illumination for demonstration purposes and at the same time luring the lighting fixture customer to speculate on the convenience of washing, ironing and cooking the electric way. This store, with its crew of clerks and special cleaning woman, showed a profit the first month.

UNIFORMITY in design and arrangement of the essential features of an appliance store has done much to give the new electric stores of the Oklahoma Gas & Electric Company a definite character and incidentally has made easier the problem of installing and operating twelve stores within three months through a scattered territory. The store pictured at the right is that at Muskogee.

Floor displays of all salesrooms are so arranged as to necessitate customers passing closely to most of the displays when calling at the office to pay bills or purchase small supplies. An effort is thereby made to avoid the "short circuiting" of the appliance display by customers finding a direct and short path from the door to the cashier's cage.

DURING the opening week of the new electric shop of the Virginia Electric & Power Company at Richmond, a prize was given each day, the silver urn percolator set shown in the oval being given on the last day. The prize coupons had spaces to be filled out showing several different articles to be checked by people desiring further information or demonstrations. A list of prospects was thereby worked up.

A special feature of the showroom is the lamp display counter which can be seen in the center of the picture shown at left. The rack is 6 ft. long and is one of the units of the show case. A pressed prism glass background is used for the lamp display to eliminate any "mirage" effect.

New 1926 Lamps Seen at th

1

No. 1: With new Holophane glass efficiency lighting unit, concealed by the georgette shade, the metal junior lamp above retails for $55. Without Holophane unit, $45.

2 3 4 5

Nos. 2, 3, 4, 5: In black enamel and gold is the junior lamp at the left, with georgette shade, edged in black velvet. It retails for $28. The iron and brass table lamp is $30 and the bridge lamp at the right, finished in Chinese red enamel and gold, with shade in matching colors, is $22. The occasional table with marble top and ship decoration is $40.

6

No. 6: Metal flowers trim the metal polychrome junior lamp above. Georgette shade, appliqué decoration. Retails, complete, for $32.

Manufacturers' names listed on page 6127

No. 7: New "gate swing" bridge lamp of antique brass. Parchment print shade. The lamp retails for $25 and the shade $2.50.

7

8 9

No. 8: Table lamp of metal with georgette and lace shade retails complete for $10.75.

No. 9: The small metal table with marble top is listed at $25.

No. 10: With marble base and decorated metal standard, the table lamp below, together with shade, retails for $30.

10

11 12

No. 11: Gold and polychrome table lamp above with beaded parchment shade with painted vertical stripes, $8. 50, complete.

No. 12: The Venetian occasional table above is $67.

No. 13: This metal bridge lamp has parchment shade trimmed with French print. It retails, complete, for $14.50.

13

at the Chicago Furniture Mart

14

No. 14: Junior lamp of plated Spanish brass, with shade of gold metal cloth. Gold metal lace edging. Retails, complete, for $44.50.

No. 19: The junior lamp below has marble base and enameled reeded shaft. Georgette shade over linen. $34.50, complete.

19

15 16 17

Nos. 15, 16, 17: One of the new Dresden lamps is the one above at the left, which has tailored georgette shade in peach color. It retails, complete, for $82.50. The junior lamp at the right has onyx base, with shaft finished in French gold. The shade is of gold metal cloth, trimmed with hand-made flowers, $155. The bronze torchere is listed at $33.75.

18

No. 18: Brass and wrought metal base and shaft. Shade is of metal cloth. Retails for $34.

All prices subject to trade discount

20

No. 20: Marble base holds the enamel and gold shaft. Shade has alternating panels of shirred georgette and silk. Complete, $48.50.

No. 21: French bronze vase mounted on green marble forms the base of the table lamp below. The parchment shade carries a French print and is trimmed with silk ruching at top and bottom. It is listed at $40, complete.

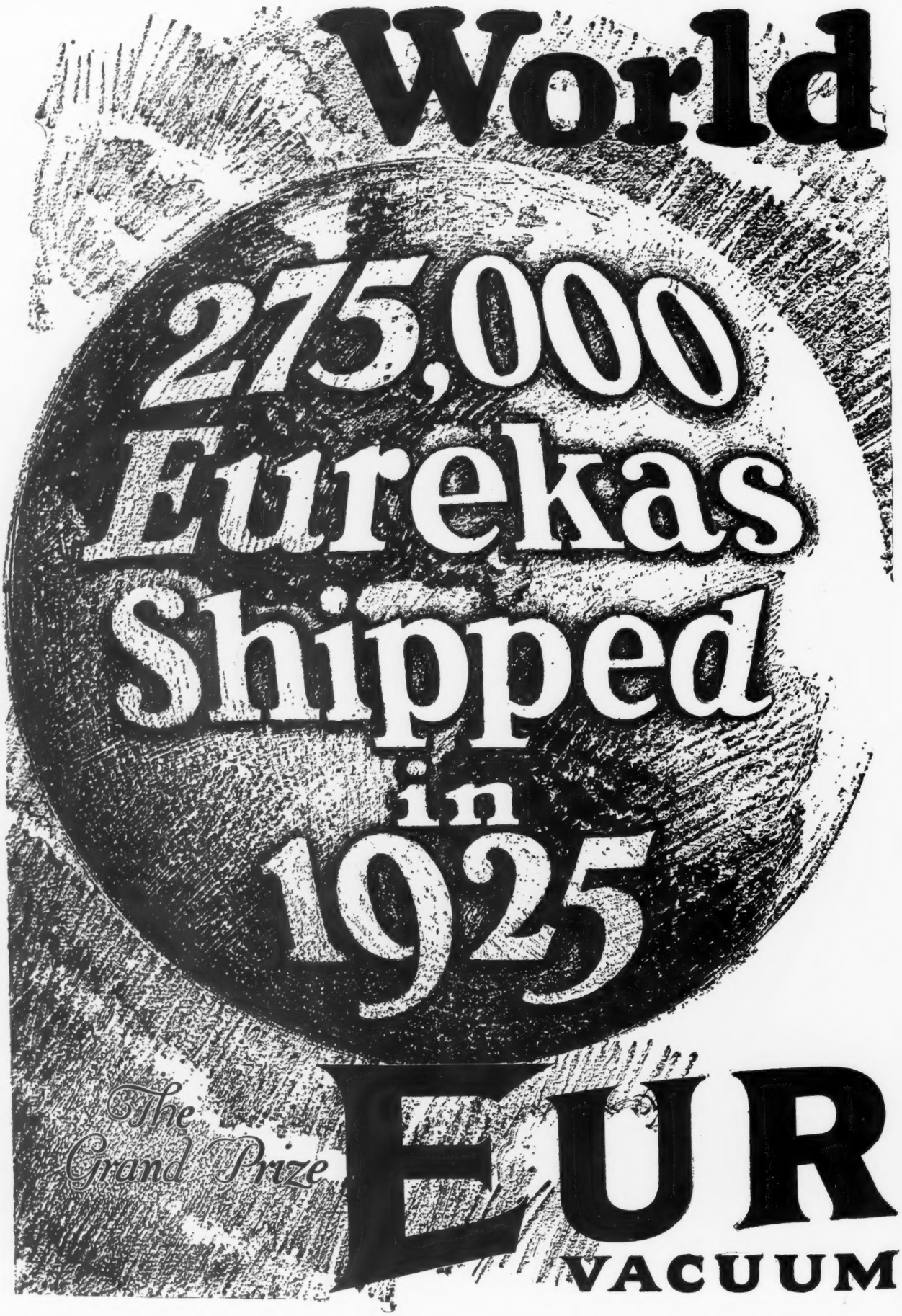
21

22

No. 22: The shaft of the bridge lamp above is finished in enamel and antique gold while the shade is georgette with gold metal lace top and bottom. Flower trim. Retails for $32.50.

No. 23: Bridge lamp of antique gold and colored enamel with shade of shirred georgette. Retails, complete, for $44.50.

23


World
275,000
Eurekas
Shipped
in
1925
The
Grand Prize
EUR
VACUUM

Some Typical Fires from Electrical Causes

Lessons for Every Electrical Man from a Review of Characteristic "Electrical Fires," Reported to and Promptly Investigated by a Metropolitan Inspection Department

By VICTOR H. TOUSLEY
Chief of Electrical Inspection, City of Chicago

ELECTRICAL inspection departments throughout the country include in their general activities an investigation of all fires, together with a special investigation of such fires as have occurred from, or are reported as having occurred from, *electrical* causes. The purpose of investigating fires from causes other than electrical is to determine the possible damage to electrical equipment and to obtain whatever necessary repairs may be required.

In the investigation of electrical fires, however, there is much more to be determined, and many of the lessons learned from these investigations ultimately find their way into the National Electrical Code rules. If the fire was electrical, did it occur from the ordinary wear-and-tear on the installation and, if so, would a proper re-inspection have prevented it?

Did the fire occur from a violation of standard rules and, if so, who was at fault and what is the remedy to correct it? Was the fire caused by defective material or a defective piece of apparatus? If so, was the material or apparatus of an improved or unapproved type? Was the wiring method at fault?

These and many similar questions must be answered in a proper investigation of electrical fires and practically every such fire has its lesson.

Wiring Materials and Methods Are Changing Daily

Even with the enormous use of electrical current at the present time, it may be truly said that electricity has not yet left its period of infancy, or at least, of childhood. Wiring materials, apparatus, and methods are changing daily. New materials quickly appear on the market, come into quite extensive use and often are as quickly gone, a short experience having proven them failures. Many devices which are standard today are practically obsolete tomorrow. There is almost no week that some new device does not present itself and many of these devices are revolutionary in character. Competition in the electrical industry is strong and there is a tendency to reduce the cost of wiring through the introduction of cheaper devices and materials.

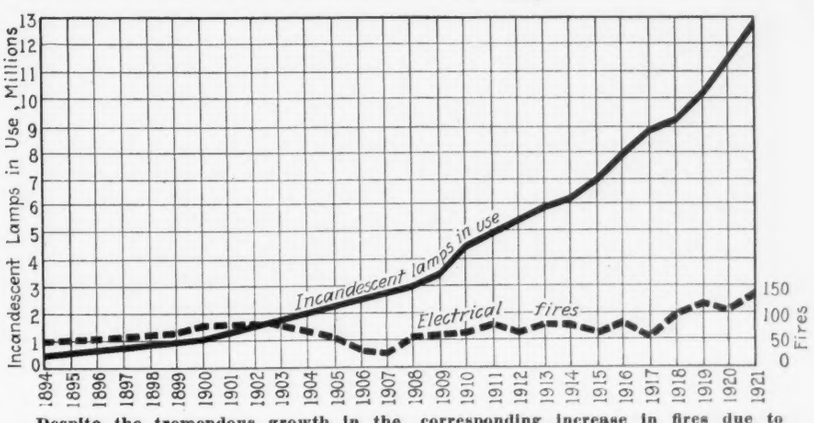
The Electrical Inspector Assists the Industry

The electrical inspector must be ever ready to consider materials and devices and methods. He must assist in the progress of the art but must never lose sight of the public or the interests he represents and must always insist on reasonable safety. His judgment in these matters is generally based on the knowledge he has obtained in the investigation of electrical fires and accidents.

The cases cited below are typical of those which will probably be found in the records of any electrical inspection department. Some of these cases are just interesting; some, however, convey important lessons. The effectiveness of the results of these lessons is indicated somewhat by the two curves shown herewith where one curve shows the increase in the use of electrical apparatus and the other the comparative decrease in the number of electrical fires.

Short-Circuit of Motor-Truck Wiring

Report No. 36,101: Short circuit in the wiring of a motor truck. Three - truck garage. Motor truck burned up, building slightly damaged. Note: This report illustrates a constantly growing cause of electrical fires. A few years ago, reports of this nature were very infrequent. At the present time, fires from this source in some cases represent ten per cent of the total fires from electrical causes. With public garages containing many valuable automobiles, a fire from any cause is liable to run up into large losses. While the inspection of the electrical wiring of automobiles is not within the scope of the ordinary inspection department's work, still these fires are directly chargeable to electricity.



Despite the tremendous growth in the use of electrical apparatus during the last thirty years, there has been no corresponding increase in fires due to electrical causes—this graph is compiled from the underwriters' records.

Reports on Fires Due to Electrical Causes

(Continued from preceding page)

Bootleg Wiring with Flexible Cord Killed Eight

Report No. 35,188: A fire started early in the morning in a four-story, eight-apartment building used as a rooming house. Each apartment consisted of five rooms which were rented out as one and two-room apartments. Most of the apartments were provided with kitchenettes. The building was almost completely occupied. Fire started in the hallway of one of the first floor apartments and gained such rapid headway that escape of the occupants became very difficult. Although the fire department arrived with no delay, flames were coming out of many of the windows when ladders were raised. Many of the occupants were removed by the firemen, and others escaped, but eight were burned or asphyxiated. This building was originally wired about thirty-two years ago. The original wiring was condemned and was not used. The main hallways and stairways and some lights in the basement had been rewired in a standard manner a few years ago.

After the fire it was found that a number of the tenants had wired their own apartments using ordinary flexible cord. These installations were contrary to the rules and had not been inspected. In nearly every case, connection had been made to one of the fixtures in the front hallway. At the point where the fire started, a flexible cord supplying lights in the two rooms of the first floor apartment was run from a hall fixture through two door openings. These rooms were wired throughout with flexible cord. One of the door openings referred to was provided with sliding doors and the cord passed through the crack left when the doors came together. The other door, however, was a hinged door and the closing of this door jammed the cord. It was at this point that the fire started. In addition to the lives lost there was a $50,000 fire loss.

Fuses Bridged with Copper Pennies

Report No. 35,492: Short circuit in drop cord used as extension in basement. All fuses in the house were bridged with copper and pennies.

Report No. 35,188: Improper use of lamp cord. Short circuited on stand lamp. Twenty-five-ampere service switch fused with one No. 18 wire and two No. 14 wires. Cutouts fused with pennies.

Report No. 34,972: Lamp cord run around room on woodwork from one closet to another. Open wiring run to wall bracket through plaster and lath, no bushings, no loom. Wires passed through holes punched in canopy to connect to fixture wires. Note: These three reports are typical of many received and illustrate the serious combination of improperly used cord and overfusing. The last report also shows the necessity of providing lights in closets and similar locations. Where lights are not provided in the original installation cord is very likely to be used at some later date.

Over-Fused Circuit and Pipe-Thawing

Report No. 34,688: A fire placed under a water pipe to thaw it out, overheated an electrical conduit containing branch circuit wiring, running parallel, and close, to the water pipe and grounded the wires in the conduit. The branch circuit was so overfused that the carrying capacity of the wire was greatly exceeded and the insulation took fire, destroying the cutout center and damaging part of the building.

Note: What is commonly termed the "overfusing" of wires is very frequent and is the cause of numerous fires. The "overfusing" may be a real overfusing where a fuse larger than permitted is used, or it may be an entire elimination of the fuse protection by the insertion of copper wires or pennies in place of the fuses. This is one of the most difficult problems with which inspection departments have to deal.

Shading of Lamp with Combustible Material

Report No. 36,261: Electric night-lamp in contact with combustible material.

Report No. 37,182: Woman wrapped towel around fixture to shade lamp. Towel ignited. Note: The shading of lamps by covering with combustible material is quite common. It is not generally realized by the layman that covering a lamp, even of small candle power, cuts off the radiation and confines the heat within whatever combustible material surrounds the lamp. Charring of the combustible material often takes place without ignition but only the proper conditions are necessary for a fire from this source.

Flat-Iron Left "on"—the Most Prolific Cause

Report No. 37,112: E'ectric flat iron left connected to circuit. Lady called to phone. Note: This report will sound familiar to many. In any compilation of electric fires, the cause illustrated here will probably be found to exceed any of the other common causes of electric fires. Fortunately the fire damage in most cases is small as the smoke or odor of burning material generally calls attention to the difficulty. Frequently, also, the iron will burn its way through the board and other material without actually igniting them. A peculiar illustration of such a fire was indicated in the case where a flat iron was left turned on for several days before discovery. The iron burned its way through the board, completely through a trunk that stood under the board, through the floor and was found some time later hanging by its cord in the basement with the current still on.

Sparks From Toy Train

Report No. 34,779: Fire caused by the *sparks* from a toy electric train. Loss $500.

Heater Left Unattended

Report No. 34,778: An electric heater in a bathroom was set too close to a rubber apron. Lady called to phone. Damage $125. Note: Portable heaters of the reflector type present the possibilities illustrated by this fire. Care must, of course, be exercised in their use.

Dogs Chew Bones—and Wires!

Report No. 34,960: That even dogs play their part in the electrical hazard is indicated by the following reports: Electrical heater installed temporarily in shed. Young dogs in the shed chewed the insulation off the cord.

Report No. 1,760: A bell transformer broke down with the result that 110 volts was thrown on the bell wiring. The bell wires were twisted around bolts that held together the iron cross beams and the iron posts supporting them. The owner brought his dog in from the yard out of the rain and chained him to the iron post. On returning in about a half hour the owner found the dog dead. In lieu of a dog collar the chain fastening the dog was carried around the dog's neck.

Gold-Cloth Stage Drop "Shorted" on Pocket

Report No. 34,960: A fire occurred in a theater during a performance. A large cloth drop was supported from battens and covered both the back and each side of the stage setting. During the performance, this drop burst into flames at its upper edge near where it was attached to the battens. The steel curtain was lowered, the flaming drop pulled down by a stage hand and the fire extinguished. After a delay of some time, the show proceeded. Here were presented the elements of what might have been a disastrous theater fire. Cool heads

and quick work, however, averted a possible disaster.

An investigation made immediately after the fire shows that the drop was made of gold cloth, a material much used of late for stage decoration and which is made up of metal strands of gold tinsel woven in one direction in the cloth with a fabric thread woven in the other direction. Tests showed that this cloth would carry current but only in the direction of the tinsel strands. The drop, when in position, reached the floor and the lower part of the drop was allowed to rest with several folds on the floor. At one point the lower edge of this drop rested directly on a stage pocket which was in use and the inspector's report showed that it was at this point that an electrical contact was made. The batten to which the drop was attached was supported by a grounded steel cable and it was here that the fire started, due undoubtedly to a narrowing down of the path of the current through the tinsel strand.

Note: A test made on a piece of this curtain showed that a strip one inch wide and ten feet long (the length of the drop curtain) had a resistance of one ohm. One hundred and ten volts in good contact with a strip of cloth one inch wide would allow a current of over 100 amp. to pass. Tests also showed that where a current was passed through a strip of cloth one inch wide when the current was increased to 26 amp. the cloth burst into flames.

Fire Followed 36 Hours After Lighting Stroke

Report No. 37,099: Lightning came into the building Saturday night. Fire did not start until Monday morning. Note: This report indicates some delay between the apparent cause of the fire and the fire itself. Undoubtedly the lightning weakened the insulation of the wiring.

How to Estimate a Fireproof-Residence Wiring Job

Second of a Series of Articles on Estimating Methods Applicable to the Principal Classes of Work Which the Electrical Contractor Is Called Upon to Figure

By J. W. HOOLEY
Contracting Electrical Engineer, New York City

AS STATED in the first article of this series published in the January issue of *Electrical Merchandising*, the estimating data referred to here has all been taken from actual contracts performed by the writer. Last month an ordinary residence wiring job was described in detail and the estimate which we are now considering covers the electrical work on a private residence of fireproof type, constructed of steel and concrete.

The data from plans and specifications, the architect's name, type of building, size of building, etc., are all shown on the estimating sheets together with the distance of the underground service from the pole to the house.

The greatest care must be taken in figuring work on this form of construction, since omitting a seemingly unimportant item may bring about a heavy increase in the total cost.

Fireproof Construction Increases Labor

The estimator's notes taken from the specifications show the house to be of fireproof construction throughout, the walls being of 10-in. terra cotta blocks and the floors of steel construction with concrete arches. This is a very important point to note as it changes the entire type of the electrical construction. A rigid-conduit job is required which not only increases the cost of material but increases the cost of labor.

Special note has been made as to the finish of the hardware, also that the plans are drawn to ¼-in. scale and that all work throughout is to be concealed in walls and fill, which means floor fill. The service is to be 110 volts a.c., and the distance from the pole to the house is 110 ft. This service is to be run underground with rubber and lead cable in conduit. The exact location of all outlets are to be given by the architect, meaning that a great deal of time will probably be used in submitting and checking details of measurements, etc.

Paneled Walls Cause Extra Work

The walls of the main rooms are to be paneled, which will cause a large amount of work in locating outlets which will have to be centered up in the panels. This centering up will in many instances cause the changing of some outlets. All materials must be submitted for approval. All switch plates, etc., are to match the hardware. Materials are to be standard National Electrical Code. Wires are to be tagged and spliced ready for the fixture contractor.

A telephone system is to be installed with four intercommunicating phones. The telephone wiring will be done with lead encased cable in conduit. A bell system is to be

Watch Your Credit Risks

THE owner's credit should enter into the contractor's figuring as much as any other element in the job. The contractor must remember that all is not in appearance and that because a good architect is in charge of the work or that the owner looks to be wealthy, does not mean that he is a man of financial responsibility.

DATE Nov. 8 SCALE ¼ = 1 FT.
ENGINEER
ARCHITECT R.K. James ESTIMATE TO R.K. James
MADE BY H. TYPE OF BLD'G Residence VOLTS 110 A.C. D.C.
SIZE OF BLD'G 70 x 30 SERVICE 110 ft. to pole

FLOORS	Ceiling Outlets	Side Outlets	Base Receptacles	Floor Receptacles	Switches	½" Conduit	¾" Conduit	Panels	Circuits
Attic	2				1	60			
2 fl.	3	21	17		9	1000			
1 fl.	4	19	20	2	10	1200		1	12
Base	8		*2		5	250			
TOTAL	17	40	39	2	25	2510		1	12

QUANTITY			MATERIAL	LABOR
17	Ceiling Boxes	.15/.25	2 55	4 25
104	Side Boxes	.20/.35	20 80	36 40
	Fixture			
57	Studs & Bolts	.05/.05	2 85	2 85
2510	½" Conduit	.07/.15	1 75 70	3 76 50
	¾" Conduit			
250	Locknuts and Bushings	.03	7 50	
350	Pipe Straps	.01	3 50	
6000	Circuit Wire No. 14 Single	9.00/.01	54 00	60 00
	Circuit Wire No.			
21	D. P. Switches	.75/.50	15 75	10 50
	S. P. Switches			
4	3-way Switches	1.20/.50	4 80	2 00
37	Base Receptacles	.75/.50	27 75	18 50
2	Floor Receptacles	2.50/2.00	5 00	4 00
2	POWER Single Receptacles	2.50/1.00	5 00	2 00
	Drop Cords			
			3 25 20	5 17 00

MAINS AND FEEDERS

FEEDER NO.		MATERIAL	LABOR
Pole to Meter	130 ft 1½" Cond. .20/.30	26 00	39 00
	4 1½" Elbows .30	1 20	
	2 1½" Cond fit. 1.10	2 20	
	280 ft #4 R&L .14/.05	39 20	14 00
Meter to Panel	30 ft. 1¼" Conduit .16/.30	4 80	9 00
	2 1¼" L.B.B. .12	24	
	70 ft 4 R.C .06/.05	4 20	3 50
	15 Pipe straps .03	45	
	4 1¼" Elbows .23	92	
		79 21	65 50

Unit Prices and Ratios for This Job

17 Ceiling outlets
40 Side outlets
39 Base receptacles
2 Floor receptacles
25 Switches
4 Telephones
17 Bell outlets

144 Total number of outlets.
Bid = $2,294 divided by 144 outlets = $15.93 per outlet.
Building 70 ft. long x 30 ft. wide x 34 ft. high = 71,400 cu.ft.
$2,294.00 divided by 71,400 cu.ft. = $.032 per cu.ft.
Ratio of labor to material.
Total cost of material = $682.03.
Total cost of labor = $733.50.
$733.50 divided by $682.03 = 107 per cent.
The basis of labor has been estimated at $10.50 per eight-hour day for a mechanic and $7.50 per eight-hour day for a helper.

Estimate Sheets and Estimator's Notes for

installed, showing a four-drop annunciator in the kitchen, four 2½-in. bells, two of different tone in the hall and two of different tone in the maid's hall. All bell work to be run in conduit.

Steel Construction Makes Great Difference in Costs

The special attention of the contractor is called to the pitfalls in a job of this kind. The main difference between this and the usual job of this type is the fact that it is not a frame building but a steel construction having masonry walls and floors. Without a careful study of the plans and perhaps a checking up with the architect, this item would surely go unnoticed and the contractor who was figuring on a per outlet basis based on frame building costs would stand a considerable loss of money.

Special attention should be given to the guarantee and payment terms. In this particular instance a guarantee of one year is required which will probably call for a little follow-up service in the changing or adjustment of a few switches and plates.

The standard contract form will be used and the payment terms are to be 85 per cent monthly with the final payment on delivery of the Underwriter's certificate.

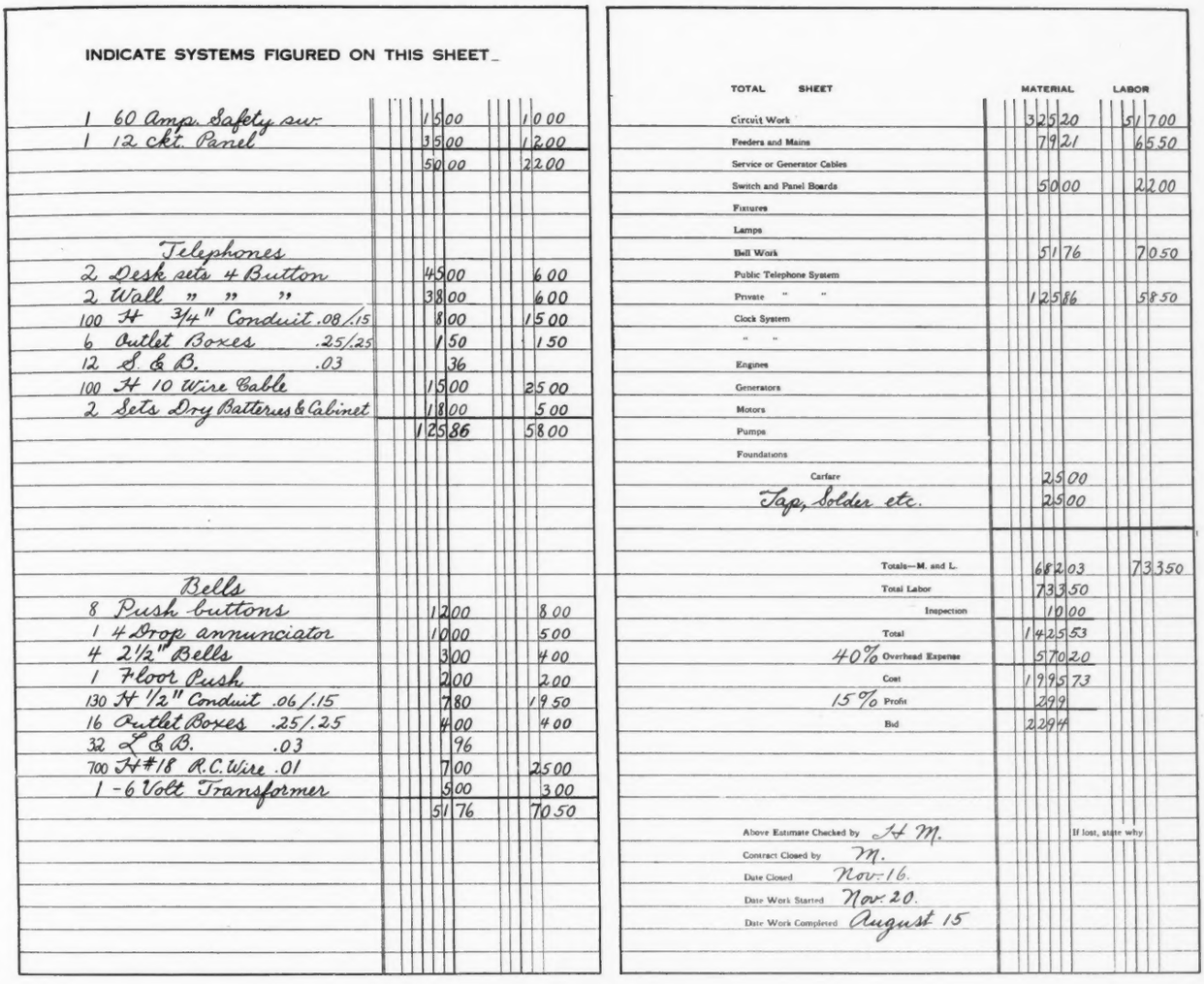
The owner's credit should enter into the contractor's figuring as much as any other element in the job. The contractor must remember that all is not in appearance and that because a good architect is in charge of the work or that the owner looks to be wealthy, does not mean that he is a man of financial responsibility.

Overhead Is Increased

The overhead expense is correspondingly increased with this type of building. The time for the performance of this contract, referring to the estimating sheet, shows the work was started November 20 and finished August 15 the following year. This means that during the cold weather the job was practically shutdown, as frequently happens with a job of this character. This job was nine months in the course of construction which is an average length of time for work of this kind.

Figure on Actual Work Only

The specifications state that the fixtures will be furnished and installed under another contract. A note of this kind sometimes induces a contractor to make a low bid with the idea in his mind that he can probably obtain the fixture contract. As is often the case, the electrical fixtures on this contract were chosen by the architect direct from a fixture concern in another city and were in-



INDICATE SYSTEMS FIGURED ON THIS SHEET

1 60 Amp. Safety sw.	15 00		10 00
1 12 ckt. Panel	35 00		12 00
	50 00		22 00
Telephones			
2 Desk sets 4 Button	45 00		6 00
2 Wall " " "	38 00		6 00
100 ft 3/4" Conduit .08/.15	8 00		15 00
6 Outlet Boxes .25/.25	1 50		1 50
12 L & B. .03	36		
100 ft 10 Wire Cable	15 00		25 00
2 Sets Dry Batteries & Cabinet	18 00		5 00
	125 86		58 00
Bells			
8 Push buttons	12 00		8 00
1 4 Drop annunciator	10 00		5 00
4 2 1/2" Bells	3 00		4 00
1 Floor Push	2 00		2 00
130 ft 1/2" Conduit .06/.15	7 80		19 50
16 Outlet Boxes .25/.25	4 00		4 00
32 L & B. .03	96		
700 ft #18 R.C. Wire .01	7 00		25 00
1 - 6 Volt Transformer	5 00		3 00
	51 76		70 50

TOTAL SHEET	MATERIAL	LABOR
Circuit Work	325 20	51 70 0
Feeders and Mains	79 21	65 50
Service or Generator Cables		
Switch and Panel Boards	50 00	22 00
Fixtures		
Lamps		
Bell Work	51 76	70 50
Public Telephone System		
Private " "	125 86	58 50
Clock System		
" "		
Engines		
Generators		
Motors		
Pumps		
Foundations		
Carfare	25 00	
Tap, Solder etc.	25 00	
Totals—M. and L.	682 03	733 50
Total Labor	733 50	
Inspection	10 00	
Total	1425 53	
40% Overhead Expense	570 20	
Cost	1995 73	
15% Profit	299	
Bid	2294	

Above Estimate Checked by H M. If lost, state why
Contract Closed by M.
Date Closed Nov-16.
Date Work Started Nov. 20.
Date Work Completed August 15

Rigid Conduit Job in Fire-Proof Residence

stalled by the manufacturers, who maintained an installation department.

The electrical appliances such as washing machine, vacuum cleaner, etc., were all purchased by the owner without consulting the contractor or giving him a chance at the sale of these devices.

These facts serve to show that it is good business to figure the profit on the particular work involved and not gamble on the possibility of future changes and extras.

To Protect Work on Concrete Construction

In concrete construction the concrete workers and metal lathers frequently give the electrical contractor very little chance to do his work. This clause or one of similar intent should be used for your own protection.

"If the general contractor shall set reinforcement bars or pour concrete outside of the regular working hours thereby requiring the electrical contractor to work his men overtime, the electrical contractor shall be reimbursed for such overtime, plus his cost of operation and compensation insurance."

Of course, this does not contemplate doing this kind of work every day.

Memoranda Taken from Plans and Specifications for Use in Estimating Above Job

Estimate to: R. K. James, Architect.
Scale ¼ in. Residence of R. E. White (entire residence, walls and floors fireproof).
Walls—10-in. block terra cotta. Floors—Steel rods and concrete arch. Hung ceilings. Rigid conduit throughout.
All work concealed in walls and fill.
110-v. A.C. service; 110 ft. to pole; 2 wire; R and L underground in conduit to meter. R.C. and conduit to panel; 12 circuit on first floor.
One 60-amp. safety switch in basement.
Exact location of all outlets given by architect.
Walls are paneled in main rooms.
Submit all samples of material for architect's approval.
All switch plates, etc., to match hardware.
All material N. E. Code.
Electric fixtures to be furnished and installed by others. Leave all connections spliced, tested and tagged for fixture connection.
Four inter-communicating phones—two desk and two wall.
Two sets of dry batteries connected multiple series in cabinet.
Lead encased cable in conduit for phone work.
One 4-drop annunciator in kitchen.
Four 2½-in. bells—2 in hall, different tones; 2 in maid's hall.
Floor push in dining room.
All bell work in conduit No. 18 wire.
One 6-volt transformer for bell work.
Buttons to match hardware.
All work guaranteed for one year.
Standard contract—85 per cent monthly. Final, thirty days after completion and delivery of Underwriters' certificate.
Job ready to go ahead with.
Check up owner's credit.

Selling Wiring and the El

Getting Leads from Newspapers

For a contractor in a large city the newspaper provides an excellent method of obtaining leads to new business.

M. Rochow, an electrical contractor in New York City, carefully checks over the real estate listings that appear each day in the paper, making special note of all sales. His knowledge of the city assists him in deciding the type of building from its location.

It is Mr. Rochow's belief that a person who newly acquires property is exceptionally open to methods of improving that property to increase its value. It is on this point that Mr. Rochow builds his selling plan.

Sends Letter to Each Lead

He then writes the prospect a carefully constructed letter telling of the advantages of electricity in the home, or the convenience of additional outlets, mentioning the increase in property value which far exceeds the cost of installation. In the case of a tenement house special note is made about the increased revenue of a wired building.

After a couple of such letters have been sent he makes a personal call on the prospect. Here he finds that he is very often given admittance and his talk given careful consideration by the prospect, as a result of the letters which have "paved the way."

Mr. Rochow finds this method of obtaining business very efficient, the main requirements being persistence in following up each lead with a series of well-thought-out sales points.

Selling More Switches for Convenience

Noticing that in the modern home there are two and sometimes three doors in each room, E. C. Whetmore of Newburgh, N. Y., conceived the idea of showing the prospective customer the inconvenience and even danger of crossing a dark room to operate the switch. This demonstration can be vividly executed by taking the prospect to a strange house. It is interesting to notice how strange one feels in a dark unfamiliar room and any demonstration under these conditions will be given every consideration.

Extra Switches in Each Room

As a result of such effort, it has been found that several three-way and four-way switches can be sold on practically every job, making it possible to control the light from any entrance to the room.

It is also very often possible to install an extra three-way switch in each bedroom close to the bed enabling one to control the light after retiring.

We Must Not Forget Service

Good workmanship backed with personal service is one of the electrical contractor's best sales points.

"A satisfied customer will bring more customers" is the motto well proved by W. K. Smith of the Electric Service Engineering Corporation of New York City. In one instance Mr. Smith made a small installation amounting to $14. The customer was so well pleased that he told a friend of his who was about to have some electrical work done. The result was that Mr. Smith obtained three jobs amounting to $540, $480 and $625.

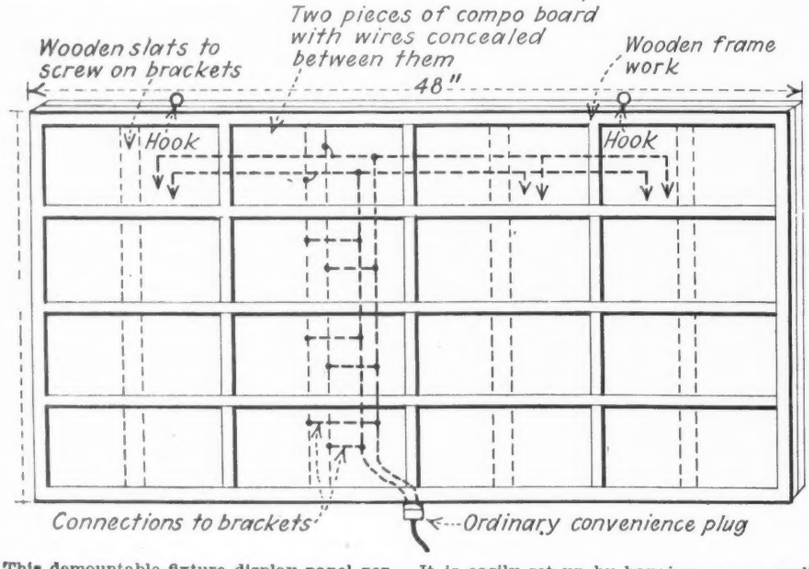
In Personal Touch with Men

What better proof do we want that it pays to satisfy? Mr. Smith gets the best co-operation from his men by making it a point to be in personal touch with them on every job, even coming out at night on rush work.

A Demountable Fixture Rack

The Westchester Repair and Supply Company of East Third St., Mount Vernon, N. Y., devised this unique board for the display of bracket fixtures. It consists of two pieces of compo board fastened together on wooden framework. An ordinary receptacle is mounted at the bottom of the frameboard and the wires run from this receptacle between the compo boards to the fixtures, thus giving a concealed wiring job. Wooden slats are fastened at the back of the board to allow for screwing on the fixtures. The framework is painted black and the front compo gray, thus making the board a decorative affair. Two hooks at the top allow the display to be hung on any wall.

The board can be transported to clients' homes and offices easily, and when a shop must be painted the usual bother in most fixture displays is eliminated.



This demountable fixture display panel permits brackets to be displayed in the sales room or the customer's home or office. It is easily set up by hanging on any wall and attaching the convenience plug to a base outlet.

Electrical Contractor's Services

Speeding Up the "Slow Payers"

Most contractors have a string of slow-paying accounts on their books.

On the tenth of one month, recently, V. A. Hanson, an active contractor in Southern California, found that he was no exception. He had just listed thirty-four small accounts which had been due for sixty days or more, to be turned over to a collection agency. This meant an actual loss of from 10 to 50 per cent on every account collected.

Pocketing the list he started to his attorney's office. But as he entered the building, he noticed directly under the attorney's window the office of a friend who was in the insurance business. A happy thought! He entered his friend's office, coming out again in a few moments wearing a smile of satisfaction.

In a couple of days, there was delivered from the local printers, a quantity of bond-paper letter heads and envelopes bearing the following imprint in dignified type, "William T. Russell, 225 El Prado Bldg." No other wording was used, but the very reserved appearance of the type gave it a tone of authority. The name was that of his friend's clerk; the address that of his friend's office; permission to use both had been obtained on the previous visit.

Writes Special Letters

To each slow account on the list was sent, neatly typed, on the special letterheads, the following letter:

Dear Sir:

I have been asked to remind you of your account with Mr. Hanson, $100, all of which is now past due.

Mr. Hanson has been unable to determine why you withhold payment, but has expressed himself as positive that you do not intentionally delay settlements without good reason.

You will agree, however, that it is your obligation to either state your reasons or pay the amount promptly. Either course will justify your creditor's faith in you, and will obviate the necessity for further action on my part.

Please let me hear from you before February 9th.

Respectfully,
WILLIAM T. RUSSELL.

Upon receipt of this letter, three accounts promptly settled. When a week's time had elapsed, the unpaid balance were sent the following letter.

Dear Sir:

You will now take notice that V. A. Hanson claims that you are indebted to him in the sum of $100 and that although fully demanded, the sum has not been paid, nor any part thereof.

Now, therefore, unless you remit, or appear in person or by attorney, at the office of the said V. A. Hanson, at or before 3 o'clock in the afternoon of the 23rd day of February, A.D. 1925, and make payment to V. A. Hanson of said claim, with interest thereon, or provide for the adjustment thereof, such proceedings as are made and provided under the laws of the State of California will be instituted without further notice.

Respectfully,
WILLIAM T. RUSSELL.

Promptly, twenty-one more settlements were made making 24 out of the 34 that had settled.

The balance were then turned over to the attorney.

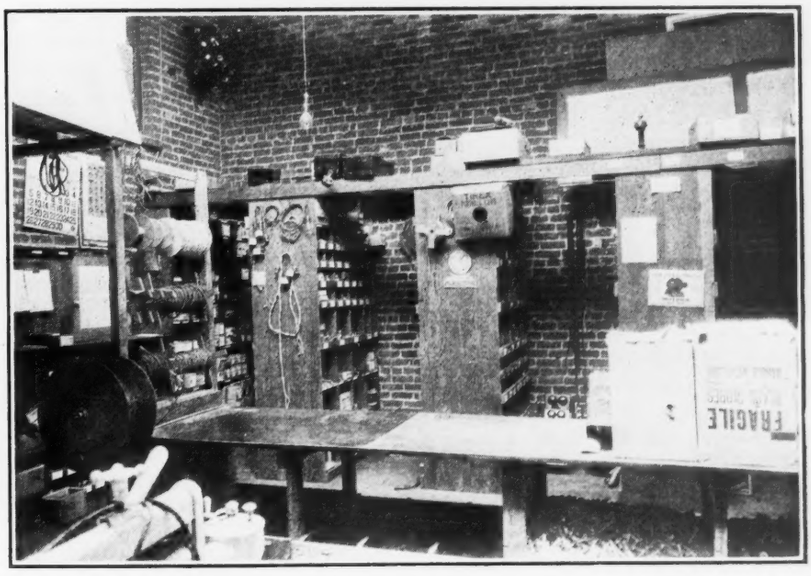
This system has been used regularly by Mr. Hanson and has proven about 80 per cent efficient in turning outstanding accounts into working capital.

Convenient Stockroom for the Contractor

A convenient and efficient method of handling materials in the stockroom for the medium-sized contracting business has been worked out by A. V. Cline of Cline's Electric Shop, San Luis Obispo, Cal. The business does not require the services of a stock clerk in constant attendance on this department but each journeyman assembles his own materials as required for the job. To facilitate this, all materials are grouped in an orderly method in bins and shelves at one end of the shop. All related articles are together, so that one does not need to be familiar with the stock to find what is required in a short time.

Card Records Order Point

In place of a stock record which it would be difficult to keep accurate, with so many individuals handling the stock, a small card is attached to each bin stating the minimum amount to which it should be permitted to fall and the quantity to be ordered. Thus the card attached to one bin may read "Down to 10-order 25." The individual who reduces the stock to this point is required to make out an order blank for the number specified before proceeding to any other task. The order pad is kept conveniently at hand and these are sent off promptly. As the amount has been nicely calculated from experience to cover the interval between ordering and the arrival of the material, no inconvenience is experienced.



Arrangement of stock in Cline's Electric Shop which enables journeymen to collect materials without delay. A revolving system of ordering when the stock is reduced to a certain point does away with the necessity of elaborate stock records.

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes with Gerard Swope that:

"There is danger to an industry from any company which does not know its costs and in consequence is doing business at a loss."

Standard Banking Practices in Handling Time Paper

THERE is increasing evidence to confirm the opinion that the rate for carrying commercial appliance paper can be reduced to a proper level without bankrupting the banker. Certain it is that some financing plans now in effect work an unjust hardship, not only upon the ultimate purchaser, who perforce must bear the heat and burden of the day, but upon the dealer as well.

Is it not possible to find in part, at least, an answer to the evils of high prices and of time-payments by the more active use of standard banking practices in the handling of time paper?

"A compromise is frequently the best solution," said a celebrated philosopher. "I would rather sell through my banking connection on six months' time than on the present unreliable '30 days net cash'," declares one dealer.

If time-payments could be held to a substantial first instalment and to six or ten months for the balance, at seven per cent, there would be no occasion for learned discussions on "what terms for appliances."

Who's to Blame That the Public Doesn't Know

THE other day J. C. Hobrecht, an enterprising dealer of Sacramento, Calif., cooked a New England dinner by electricity. There is nothing surprising about that, but he did it in public and he asked the public to guess how much it cost for the cooking. The dinner consisted of about three pounds of beef, two pounds of salt pork, and about one half dozen each of good-sized potatoes, onions, carrots and turnips, sufficient to provide a fair meal for some ten persons. A prize was offered for the nearest guess.

The interesting thing was the range of the estimates, which ran all the way from 35 cents to 3¾ cents, which was the nearest guess. The actual cost for cooking this meal to perfection, based upon a 3½-cent cooking rate, was 1.9 cents. Most of the guesses were nearer in the neighborhood of thirty than three cents—and even the lowest, as may be noted, was almost double the actual cost.

Where has the electrical industry been, that the public still remains in such ignorance of the reasonable cost of operation of an electric range? Is it any wonder that it is difficult to wean a housewife away from gas when she thinks it will cost her thirty cents for fuel to cook every meal when she uses electricity? It is evidently about time a little publicity was given to this phase of electric cooking. Don't be afraid of the cost. Advertise it!

Women in the Industry

ONCE upon a time the electrical field was looked upon as man's peculiar province. There was so apparently no place for the woman worker (except perhaps as a factory hand or office assistant) that it was not even considered that she could possibly be interested in finding a place in this man's industry.

But the application of electricity to household use changed this viewpoint and a few women did find a loophole that could be widened into an unlimited circle. From a few pioneers the number of women now engaged in the electrical industry has grown unbelievably and their importance to the industry at large and to their communities in particular should be recognized and encouraged.

Through their contact with the woman in the home, who, after all, is the central station's and the merchandiser's customer, the electrical woman can bring to her company a viewpoint and a knowledge of the feminine customer's psychology that the electrical man could never get. The sooner every organization in the electrical industry begins to look upon their women workers as a contributing factor in the successful conduct of business and avails itself of the co-operation these women can give, the sooner will there be a united industry with a greater power for electrical service than has ever before been possible.

Its Passing Will Provoke No Tears

FAILURE of the Federal Trade Commission to develop along judicial lines, as have other similar bodies of specialists, such as the Interstate Commerce Commission and the admiralty courts, is undoubtedly mainly responsible for the present demand for its abolition. That there is a great need for a quasi-judicial body to deal with matters of "unfair practice" is admitted, but such a body should establish its principles out of precedent and experience. The instinct of the people is against an institution in which the judges do the charging.

There is evidence that the attempt of the Federal Trade Commission to fly in the face of long experience is unsuccessful, for its record shows that it has been wrong about seventy-five per cent of the time. And it has, so far, *set up no fundamental principles* which can be followed.

The Federal Trade Commission is not a part of any administration. It is an independent body created by Congress. The policy of neither the majority nor minority can be regarded as that of the Administration.

Don't Scare the New Salesman

HERE is a matter of psychology frequently overlooked by the dealer with an outside crew. When a new salesman is hired and has been given his course of sprouts in the whys and wherefores of electrical selling, it is customary to turn him over to the tender

mercies of the "star" or "high-pressure" professional, for field exercise.

What happens? Isn't it perfectly natural for the old timer to want to show off just a little bit—to demonstrate how good he is? He steps on the loud pedal, pulls out the vox-humana stop, and lets her go. Result: "Wow!" says Mr. Newcomer, "I can never make that grade—this is too much for me" or "If that's the kind of selling it requires, I guess they made a mistake when they picked yours truly."

One of the most successful crew managers with a large vacuum-cleaner company offers this counsel: "I take particular pains *not* to make my first sales talk, with a prospect and in the presence of the new man, seem difficult or complicated. In fact, I purposely make it as crude as I can and still get away with an order." What is the natural reaction in such a case? Isn't the young hopeful very apt to say to himself: "Well, if it's as easy as all that, it's a cinch—I can do better than he did right now."

Let Not Necessity Be Childless

THAT necessity is the mother of invention and in the stress of a seeming impossibility has actually given birth to an ingenious method of solving the difficulty is a fact which has made the fortune of many a man. The electrical contractor is one of those who is continually faced with problems which seem to have no answer. Particularly in industrial work, he is frequently confronted with the situation that electricity could do the work more satisfactorily than any other motive power but that it is out of the question because of some minor inability in its nature.

Thus, for some time, electricity was thought inapplicable to the logging industry because steam was needed to blow the whistle signals. An electric buzzer removed that objection. Similarly, the problem of keeping an even blend of flour with remote controlled electrical apparatus, where the attendant was not at hand to see that the flow from the various bins of grain remained steady, was solved for a western flour mill by installing a light which flickered only so long as the flow remained constant but which burned steadily if for any reason one of the openings clogged.

Is there a question of simultaneous starting, or of maintaining heat conditions or of some special hazard which must be safeguarded? Whatever it is, there is an answer for it electrically, if you have the ingenuity to devise it.

Let not necessity go childless.

Against Giving Premiums with Electrical Goods

Editor, *Electrical Merchandising:*

There seems to be a great seance of free premiums in connection with electrical merchandising. It seems to me it cheapens the business and does not get the dealer anything, as the premiums are continually increasing in value and the practice is becoming very common. Personally, I do not see why it is necessary to give away your profit in merchandising. A department store in our city is now advertising extensively to give a $5 toaster with the purchase of an electric iron. This, you know is impossible from a merchandising standpoint and reflects on the stability of this kind of merchandising. Dealers are giving away anything from curlers to vacuum cleaner attachments. JOHN E. FLACK.

If You Are Coming to New York or Chicago on a Buying Trip—

Write *Electrical Merchandising* in advance, so that we can announce your visit in our next issue, for the benefit of local manufacturers who may want to get in touch with you or have special values to offer.

Tell us your Name and Position, Firm's Name and Address, Lines You Intend Buying, Hotel in City, and Dates of Your Stay.

Such announcements of "Arrival of Buyers" will be published as news, but complete information as above must reach us by the fifteenth of each month, in order to appear in the next month's issue.

To Set Standard Ratios

Editor, *Electrical Merchandising:*

We are very much in accord with the purposes of *Electrical Merchandising's* cost investigations and wish that your survey could also include besides the actual expense percentages, "standards" for good merchandise.

To go still further, if the industry could determine what various standard ratios should be, as applied to a balance sheet, the benefit to be derived would, in my opinion, more than offset any time required to collect the data.

By the "ratio as applied to the balance sheet" I mean—

1—Current ratio.

2—Ratio receivables to merchandising.

3—Ratio of debt to net worth.

4—Ratio of net worth to non-current assets.

By having these ratios in addition to percentages of expense you would have sufficient data to make up the following ratios:

1—Ratio of sales to receivable.

2—Ratio of sales to merchandise.

3—Ratio of sales to net worth.

4—Ratio of sales to non-current assets.

E. C. LUX,
Pass & Seymour, Inc.,
Syracuse, N. Y.

New Semi-Industrial Electrical Merchandise

The "New Merchandise" Section Starts on Page 6100

Safety Hand Lamp

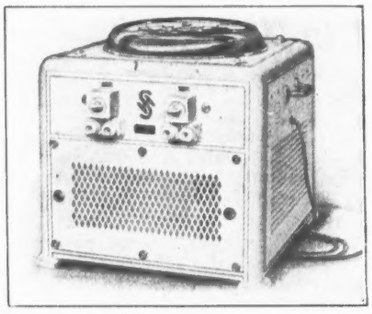
Electrical Merchandising, February, 1926

Constructed to withstand severe service, the safety hand lamp of the Crouse-Hinds Company, Syracuse, N. Y., is well adapted to use in railroad shops, garages, industrial plants, storehouses and similar places. The handle is of well-seasoned maple, black enameled, and contains the lamp socket and strain relief cord clamp. The socket is of the weather-proof type and is made of heat-resisting molded insulating material. The guard and half shade are made of special Crouse-Hinds aluminum alloy. The hook is swiveled so that when a half shade is used, the light can be directed as desired. A few turns of the wing nut allows the hinged part of the guard to swing back, giving free access to the lamp. Types LPG and LPH are made in three sizes, ranging in price from $3 to $3.50.

Weatherproof Reflector

Electrical Merchandising, February, 1926

A new reflector that will not tarnish or corrode when exposed continually to the weather and so hard that the surface can be cleaned with gritty waste without scratching, has been developed by the Westinghouse Electric & Manufacturing Company.



Unit Ozonizer for Respiratory Diseases

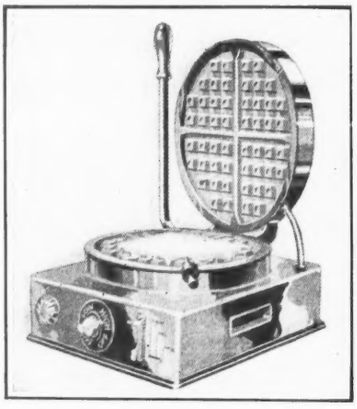
Electrical Merchandising, February, 1926

Respiratory diseases, such as asthma and pulmonary diseases, have been successfully treated in Germany, it is reported, with high ozone concentration. In the treatment of these ailments the air is ozonized and turpentine is evaporated into the air, together with a little Eucalyptus oil. The compound of turpentine and ozone is visible as a fine vapor and is essential for the healing effect. The treatment is not longer than an hour at a time. The portable unit ozonizer illustrated, manufactured by Siemans & Halske, Germany, contains the ozone apparatus, the electric high-tension transformer and a transformer from d.c. to a.c., in case direct current has to be used.

Automatic Waffle Baker

Electrical Merchandising, February, 1926

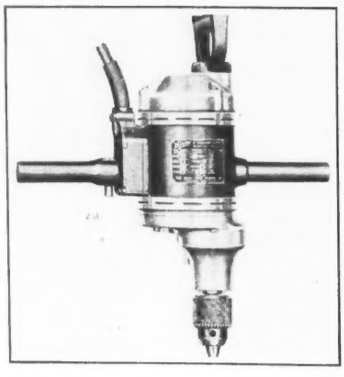
Restaurants, hotels, and tea rooms need electric waffle irons, especially an automatic appliance like that brought out by the National Manufacturers Agencies, 1161 Market Street, San Francisco, Cal. This "International" iron is equipped with a simple timing device that regulates automatically the exact length of time that each waffle bakes. At the end of that time, when the waffle is baked, the top of the iron automatically flips up. By means of an adjustment feature, the iron may be automatically set to bake the waffle light, medium or well done. A pull-down lever starts the baker in operation while a notched bar is used to stop action of the baker at any position desired. The iron is made of drawn steel with aluminum grids and makes a 7-in. waffle. A standard pilot light indicates whether the current is on or off, high or low. Intended price, $45.



⅝-In. Universal Drill

Electrical Merchandising, February, 1926

The Hisey-Wolf Machine Company, Cincinnati, Ohio, has brought out a new ⅝-in. capacity standard duty universal electric drill which comes complete with ⅝-in. Jacob drill chuck, 10-ft. all-rubber cable and suitable attachment plug. It has the well-known "Hisey" features of construction and is made for use on 115 and 230 volts. No. 1 or No. 2 Morse taper socket instead of chuck can be furnished to special order at regular price. Intended price ⅝-in. drill, $72; ½-in. drill, $58; bench drilling stand, $30.



Cautery Outfit

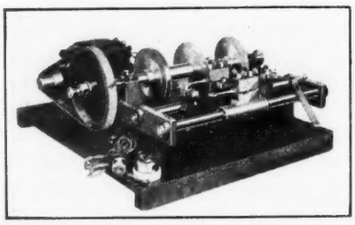
Electrical Merchandising, February, 1926

Of special interest to the medical profession are the instruments contained in the cautery outfit of the Post Electric Company, Inc., 30 East Forty-second Street, New York City. Each instrument, of which there are five, is a complete unit, having a handle on which is fitted, at the most convenient point, a sliding sleeve, positive contact switch, allowing the application of heat to the cautery knife by a slight pressure of the finger, regardless of the position of the hand. The instruments, which are interchangeable, consist of spear knife instrument, blunt point, needle point, curved knife and otolaryngeal instruments and contain a permanent cautery knife or point of solid silver. The cautery is made for operation from any convenient outlet, on 110, 220 or 32 volts, a.c. or d.c. The outfit includes a leatherette case, small enough for the handbag.

Display Sign

Electrical Merchandising, February, 1926

Every merchant is interested in window advertising displays, of which there are many types on the market. The Animated Products Corporation, Broadway at Twenty-seventh Street, New York City, has designed some very attractive and attention-getting signs that are now being used by merchants and by manufacturers for distribution to dealers as "sales helps." One of the displays is a framed picture showing "before and after" effects, change in scenery or action, etc., where articles or trademarks mysteriously appear when the light goes on and then just as mysteriously disappear. Another development is the continuous-action displays such as burning buildings, waterfalls, scenes with automobiles, street cars, moving people, etc.

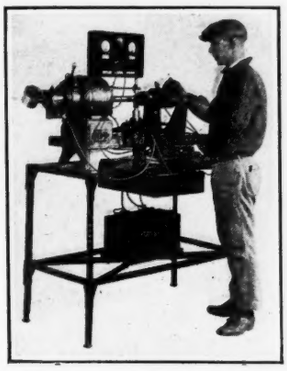


Electric Key Cutting Machine

Electrical Merchandising, February, 1926

Any key may be duplicated in from twenty to thirty seconds declares the Beisser Key Machine Company, 407 East Fort Street, Detroit, Mich., of its electrically operated key cutting machine. The machine is easy to operate, no experience being required and no hand finishing is necessary as the machine is gaged to duplicate any key within limits of one two-thousandths of an inch, it is explained. A two-speed arrangement is provided so that the machine may be operated at low speed when cutting steel or malleable keys and at high speed when cutting brass or other soft metals. The machine is operated from the ordinary lighting circuit by a ¼ hp. motor which is attached to the same block as the machine itself, the entire outfit occupying a space of 20 in. x 22 in. Intended price, with a.c. motor, $150.

You Can Sell to Business and Professional Men



Electrical Test Bench

Electrical Merchandising, February, 1926

Hobart Brothers Company, Troy, Ohio, has brought out an HB electrical test bench which may be used for testing complete electrical systems of any automobile. The starting motor or generator may be placed on this bench and rotated at the exact speed as in operation on the car. Some of the features of the outfit are the 1½-hp., HB variable speed motor, tachometer indicating r.p.m. of motor, motor-driven interrupter, rotary spark gap graduated 360 deg., vise handles all sizes and types, switches of enclosed and tumbler type, complete torque test fixture and bed of cast iron with tool rack on side. The test lamp has rating of 110 volts. Intended price, easy payment plan, $385.

Glue Pot

Electrical Merchandising, February, 1926

Some of the features of the "Red Crown" electric glue pot of the Hynes & Cox Electric Corporation, 406 North Pearl Street, Albany, N. Y., are its thermostatic control, removable cast-iron glue kettle, porcelain or tin lined, pressed steel removable bottom plate, brush wiper to prevent waste of glue, heavy cast-iron water jacket to insure even heating and the flange for flush mounting in work table. The pot may be had in standard sizes of 1, 2 and 4 qt., and in larger sizes if desired, for use on 110 and 220 volt circuits. Intended prices, $15, $22.50 and $33.50

High Frequency Machine for Therapeutic Service

Electrical Merchandising, February, 1926

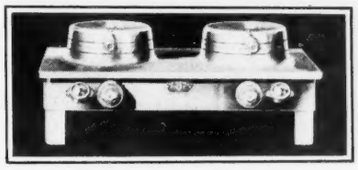
A recent addition to the electro-therapeutic equipment on the market is the "Gesco" high frequency machine of the General Engineering & Supply Company, Therapeutical Division, 160 Fifth Avenue, New York City. Its capacity is 4,000 m.a. It has hot and cold spark regulation, full scale regulation for each of the five steps of intensity and full scale regulation for each setting of the sparkgap. The machine is made for operation from any standard a.c. circuit; for d.c. use, a rotary converter is required. It is enclosed in oak cabinet. 19 in. x 10 in. x 12 in. Intended retail price, with stand, for a.c. use, $250. Converter for d.c. use, about $110.

Heavy-Duty Waffle Irons and Griddles

Electrical Merchandising, February, 1926

For restaurant and hotel use, the Griswold Manufacturing Company, Erie, Pa., has developed a line of cast aluminum waffle irons and griddles in one, two and three unit sizes. Combination outfits may be had, with griddles and waffle irons interchangeable with but slight change in the wiring. The waffle irons have two 330-watt units, one in the top and one in the bottom. The single unit waffle iron is equipped with cord and plug; other outfits have lead wires for making connections.

The griddles have each a 1,000-watt unit, insulated so that the heat flows to top of the griddle where baking is done. Stove legs and frame are made of heavy strip steel and are finished in japan or nickel. Intended list prices range from $45.50 to $137, according to combinations and finish desired.



Dishwasher

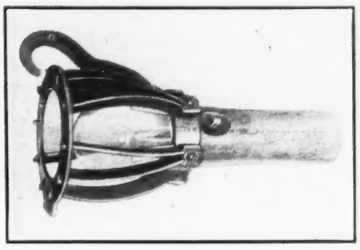
Electrical Merchandising, February, 1926

Especially designed for small restaurants, hospitals, diet kitchens, small clubs, schools and tea rooms and for small kitchens of every kind serving not over one hundred persons at one sitting is a new dishwasher announced by the Crescent Washing Machine Company, New Rochelle, N. Y. This new dishwasher is known as Model K and has a rated capacity of 1,500 dishes an hour. It has the same patented revolving wash action that characterizes the Crescent dishwasher, washing each dish twenty times and rinsing it with a sterilizing spray of fresh hot water. The machine is equipped with both a steam injector and with gas burners so that either steam or gas can be used to keep the wash water at the right temperature. Intended price of the machine in galvanized iron is $340; in monel metal, $495.

Shock-Proof Fibre Hand Light

Electrical Merchandising, February, 1926

Because of its shock-proof qualities, the fibre hand portable of the Benjamin Electric Manufacturing Company, 120 South Sangamon Street, Chicago, will be found of general service in homes and in industry. It has strong fibre guard, designed to prevent the lamp from rolling when placed on flat surface. The fibre hook permits the lamp to be hung up, thereby releasing both of workman's hands for the job. A fibre eye-shield is adjustable so the lamp can be used from any position without blinding the workman. The socket has push-through switch and flexible guards hold the lamp in position. Standard mill type 25 or 50-watt lamp is used. As it is non-conductive, the light can be hung on live bus bars, can be used around telephone switchboards and in other similar places. Intended retail price, according to type, ranges from $2.40 to $9.65, including vapor-proof and water-tight models.



Corn Popper

Electrical Merchandising, February, 1926

The correct uniform popping temperature which is said to be the secret of good corn popping, is maintained in the new electric corn popper of the Valley Manufacturing Company, Des Moines, Iowa, it is pointed out, for the kettle may be filled and dumped without removing it from the heat. The kettle is aluminum and is mounted in the cabinet in full view. The heating element is concealed on the inside of the kettle. The cabinet is made from vitreous enamel. A glass-encased frame is mounted on the cabinet, forming a bin for the popped corn. The machine is operated by a Westinghouse fractional hp. motor, direct-connected to a worm gear having a ratio of 60 to 1. This operates the stirring device in the bottom of the kettle and turns the roaster that is part of the outfit.

Compressor Unit

Electrical Merchandising, February, 1926

Very simple in construction is the new two-cylinder compressor unit of the Dunning Compressor Company, Holmesburg, Philadelphia, Pa., for it has but three moving parts, coupled to a ½-hp. motor, with an automatic switch and unloader, making a complete automatic unit. It has a working pressure of 125 lb. and is made to deliver enough air for filling stations, garages, for cleaning small parts, air brush work, oil burners, etc. Intended price, including 25 ft. of hose and 15-ft. cable, $150.

New Construction Material and Equipment

Safety Panels

Electrical Merchandising, February, 1926

The Penn Electrical & Manufacturing Company, Irwin, Pa., has announced a new line of safety panels embodying the new polarized single-pole solid neutral construction now permitted by the Underwriters. There are a number of new features included in the construction of the panelboards and the line includes, in addition to the ordinary fused type, panels which have single-pole tumbler switches and fuses in the branches. A unique feature of these switches, the manufacturer points out, is that while they are single-pole they are constructed with two blades in multiple, giving a perfectly balanced strain on the moving parts, a quadruple break and double carrying capacity. Each blade has a carrying capacity of 30 amp., giving a total carrying capacity of 60 amp. for the switch. The panelboards are very compact and are furnished complete with flush type steel cabinets.

Fuse Cabinet

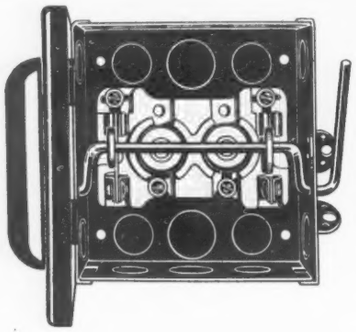
Electrical Merchandising, February, 1926

The Mutual Electric & Machine Company, Detroit, Mich., has recently added to its line of "Fusenters" a new number, known as Type AF. This new "Fusenter" comprises combinations of standard units of high grade molded composition blocks, mounted on a steel plate which is adjustable in all directions so as to make it conform to the wall line. Three-inch wiring gutters are standard. The fronts are die-made and of Luminized finish so that when the fronts are mounted on the boxes the drawn panel encloses and fits securely with the molded composition blocks, allowing only the fuses to be accessible. Means are provided for locating burnt out fuses. All of the molded units are removable and replaceable without disturbing the cabinet proper.

Entrance Switch

Electrical Merchandising, February, 1926

To meet the demand for a small compact switch and at the same time allow ample wiring space, the Wadsworth Electric Manufacturing Company, Covington, Ky., has designed its new No. 33 entrance switch. It is a 30-amp., 125-volt, 2-pole plug fuse type switch and is made in four combinations. Ample ½-in. and ¾-in. knockouts are provided in sides, top and bottom end plates and back of cabinet. By removing the top end plate extended type trims can be used. The outside dimensions are 5¼ in. wide, 5¾ in. long and 3½ in. deep.



Shockproof Handles for Testing Purposes

Two handles, with special flexible, high insulated leads make up the test outfit of the Universal Test Equipment Company, 2939 North Oakley Avenue, Chicago. The leads are each 4 ft. long and equipped with high grade terminals. The Thermoplax handles are made to fit the hand and are heat-proof, shock-proof and moisture-proof. The removable cap of the handle permits lead to be quickly and easily changed without the use of tape or solder. Intended price, $1.90, not including cadmium point. Test handle, without lead, $1.

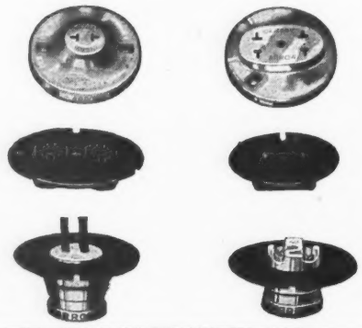
Outlet Box Receptacles

Electrical Merchandising, February, 1926

Several new numbers have been added to the outlet box receptacles of the Arrow Electric Company, Hartford, Conn. The illustrations show two models for exposed work, available only in the keyless style, with metal covers or all porcelain. They are intended for installations where appearance is not so important being practical for cellars, garages and exposed work.

Two receptacles for flush mounting are also shown. They are made up of standard side wired single and duplex receptacles with metal covers for mounting directly to outlet boxes.

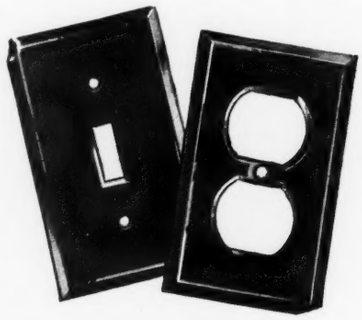
For surface work as service outlets for garages, kitchens and damp places two all-porcelain wall devices are offered in single or duplex styles, for direct mounting on either 3¼-in. or 4-in. boxes.



Turn Candle Socket

Electrical Merchandising, February, 1926

Particularly adapted to deep candle cups is the new turn candle socket of the Arrow Electric Company, Hartford, Conn., which may be used wherever a keyless socket can be installed. The socket is made to fit any candle cup. Light is controlled by turning the candle, providing individual control without visible means. Polished outer candle tube, in white, cream or drip type, with antique finish, may be had. Intended list price of socket, with tube, 50c.



Flush Plates

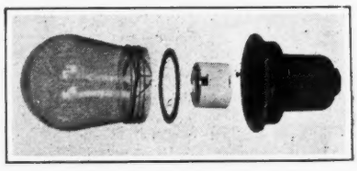
Electrical Merchandising, February, 1926

The Reynolds Spring Company, Jackson, Mich., is bringing out a line of flush plates which includes all the usual styles up to four-gang push and toggle switch plates. Made of Reynolite, the plates are practically unbreakable and the permanent finish is unaffected by heat, cold or acids and therefore, it is pointed out, will not tarnish or corrode.

Diffuser to Eliminate Glare

Electrical Merchandising, February, 1926

Designed to eliminate glare and soften shadows is a Glassteel diffuser put on the market by the Westinghouse Electric & Manufacturing Company. The diffuser consists of a diffusing glass globe and a white porcelain-enameled reflector which directs most of the light downward. The reflector has six openings at the top which permit light to reach the ceiling, reducing the contrast between the lighted area below the unit and the space above it. It is equipped with a bayonet extension for attaching to the bayonet-heel socket.



Vapor-Proof Lighting Unit

Electrical Merchandising, February, 1926

To prevent dangerous dusts or vapors from reaching the lamp bulb, the Westinghouse Electric & Manufacturing Company has designed a new unit that is composed of a minimum number of parts, consisting of a globe, holder, socket and gasket. The line of vapor-proof units consists of cast-iron hoods, housing front-connected sockets, vapor-proof globes and suitable reflectors. A feature of the line is that the vapor-proof globes are threaded to fit the cast-iron hood and seat on a special gasket which is unaffected by moisture and prevents the dust from reaching the lamp bulb. The hood is threaded for ½-in. conduit.

"Dealer Helps" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

Sales Plan Offers Quantity Discounts on Small Orders

To take advantage of quantity discounts dealers are often tempted to order at one time stocks too big for their needs. Consequently business cannot be conducted along profitable lines for there is too much capital tied up in stock, turnover is slow and the "net gain" figure is not as large as it might be.

Under a "Cumulative Discount Plan" inaugurated by the Meadows Manufacturing Company, Bloomington, Ill., discounts are computed on the number of machines a dealer may order during a given period regardless of the number of machines called for in each order. In other words, all washers bought beforehand help out each succeeding order. This plan is thoroughly explained in the cumulative franchise which any responsible dealer may examine upon request.

In addition to this plan the company has prepared a sales outline, "How to Make Real Profits on Washing Machines." This 32-page booklet covers all the merchandising highlights and includes such discussions as: "How to train salesmen," "How to save money on service calls," "How to promote floor sales," "Can the free demonstration be eliminated without reducing sales," "How to make customers furnish new prospects," etc. A complete list of the window display material and other "dealer helps" is also given.

The Rome Wire Company, Rome, N. Y., is publishing a series of bulletins dealing individually with every type of wire. The first two bulletins, which cover magnet wire and super-service cord, have received wide distribution and hearty reception. The third, on bare wire, contains useful data and tables regarding constructions, sizes, weights, current carrying capacities, etc., and makes a handy reference book. The company has also prepared a sample color-card booklet showing all the shades of Rome Glos and cotton lamp cords. Four pages of complete lamp cord specifications are also incorporated in this booklet which, together with the wire bulletins, may be had upon request.

To direct interest to the washer display, the Meadows Manufacturing Company has prepared a three-color window trim, in life size. It is known as WT-1 and together with other "helps" offered by the company, is listed in the new portfolio, "How to Make Real Profits on Washing Machines."

Getting Unused Appliances Reserviced

To call forth from dark corners and closets unused electrical appliances banished for unsatisfactory operation, thereby building up a "reservicing" business for the dealer, the Eagle Electric Manufacturing Company, 38 South Fourth Street, Brooklyn, N. Y., has prepared a paster or sticker which is distributed to Eagle dealers for use on all packages leaving the dealer's store. Just a suggestion may bring many discarded appliances in for repair.

The paster measures 3¼ in. by 5 in. and is black with red imprint, illustrated by two sketches which are used and are headed "waste" and "service." The paster reads:

Unused Service is Needless Waste!

Perhaps you have some Electrical Appliance not in use because it needs repairing—that's waste!

That appliance was bought for service. It's up to You to bring it to us so that we can reservice it.

Since we use replacement units and elements made by the Eagle Electric Mfg. Company, we can do it unusually well and astonishingly reasonable.

We fully guarantee our work for one year. Our service is really prompt.

Bring us your useless service today and use it again tomorrow!

Sales Contest on New Mazda Lamps

During the months of February and March the National Lamp Works will put on a contest among its agents on the new line of inside-frost Mazda lamps.

Credit in the contest will be awarded on the Four Star activities, which, as outlined in the 1926 Four Star Book (now in distribution) comprise four selling-principles, each typified by a star.

Star One — Making more sales through store-front and windows.

Star Two — Making more sales through display of stock.

Star Three — Making more sales through word-of-mouth selling.

Star Four — Making more sales through going outside for them.

The contest will take into account the sales made during the months of February and March as against the preceding months of January and December. Credit of 25 per cent will be awarded on each Star. Star Four includes the agent's actual effort to sell to people outside the store, or credit may be given for putting on a School-Boy Campaign or for advertising activities that go beyond the store. In addition the agents will be required to send in a sales report for each of the four months so that weight may be given to the increase or decrease in sales for the two months of the contest over the preceding two months as well as upon the report made of the Four Star work. Photographs of the window display will be welcomed, although this is not obligatory.

Judges in the contest will be Lawrence W. Davis, secretary of the Association of Electragists, International, Frank Watts, manager, Electrical Goods, and O. H. Caldwell, editor, *Electrical Merchandising.*

E. B. Latham and Company, 550 Pearl Street, New York City, is issuing its general catalog No. 50 on electrical supplies, appliances and radio equipment which contains 351 pages and is durably bound in book form. Full description of each article is given, together with illustration and price.

Use of the American Flag in Display

With two national holidays in February, Lincoln's birthday on the twelfth, and Washington's on the twenty-second, the country's colors will no doubt be widely used for store or window display. Unintentionally, disrespect to the flag is sometimes given in such displays. There are a number of rules in connection with the use of the American flag which may be of help when planning patriotic displays.

1. The flag should not be raised before sunrise or permitted to fly after sunset.

2. Never, under any circumstances, should the flag be used for advertising purposes—a provision which, unlike the majority of other rules of this nature, is enforceable under penalty of a heavy fine.

3. In hanging out flags the blue field should be placed furthest from the building.

4. In raising or lowering the flag it must not be allowed to touch the ground.

5. Nails should not be driven into the flag to hold it in place, but it should be tied with red, white or blue cord, or tri-colored cord.

6. When hung vertically so that it can be viewed from only one side, the blue field should be at the right as one faces it. When hung horizontally, the blue field should be at the left.

7. The flag should never be used as a table cloth or cover for any object other than a coffin, a headstone or decoration for a statue or bust of some national figure.

8. When used in connection with other flags, whether of nations or associations, the American flag should be placed above the others (this, of course, does not apply to the use of the American flag in foreign countries where the procedure is reversed).

9. When grouped in such a way that flags of different nations hang from radiating shafts, the American flag should be in the center and if possible should be larger than the others.

10. When used as a banner, the blue field should be to the north in streets running east and west and to the east in streets runing north and south.

11. Before placing the flag at half-mast as a symbol of mourning, the flag should be raised to the top of the pole or staff and then lowered to the center.

12. In using flags for decorative purposes they should never be tied at the bottom but should be allowed to hang naturally or hang in festoons or as close to their natural appearance as possible.

Selling Lamp Shade Materials In the Lamp Department

Every woman nowadays, it seems, is trying her hand at lamp shade making. Department stores all over the country are selling materials for lamp shades and many stores have also organized classes to teach women patrons how to make their own lamp shades.

One of the most popular types of shades made in these classes is the "Crystalline" shade, which, with a few instructions, is easily made.

To help the retailer build up a department in "Crystalline" lamp shade materials, three manufacturers furnishing lamp shade materials have combined to provide information and assistance to retailers interested in a department of this kind.

Companies Will Advertise in Women's Magazines

The Dennison Company, manufacturer of sealing wax and decorated paper, has planned a national advertising campaign on the making of "Crystalline" lamp shades, which will appear in several well-known women's magazines.

Thomas Young, Inc., whose linen is recommended for this type of shade, will advertise in the same publications, and, together with Dritz-Traum, Inc., makers of beadaline, have prepared an instruction sheet illustrated in four colors, showing various types of lamp shades and giving detailed directions for making them. These instruction sheets are furnished retailers for distribution to women patrons as part of a "dealer help" service.

These two manufacturers have also arranged special standardized assortments of materials with which to start a lamp shade department with a very small investment. The assortment contains all the necessary material needed for the shades.

Here is the large window poster the Gainaday Electric Company has prepared for its dealers in tying up with the new "Universal" comedy drama, "The Little Giant" which stars Glenn Hunter and an electric washer.

Electric Washer Goes Into the Movies

If a dealer could reach every movie patron and point out to him or her the advantages an electric washer affords, what a chance there would be to increase washer business!

While a few of the movie-goers may be missed, the majority of them will be told about the electric washer through a plan worked out by the Universal Pictures Corporation and the Gainaday Electric Company, Pittsburgh, Pa., to enable Gainaday dealers to tie up their washer publicity with a new motion picture, "The Little Giant," starring the well-known Glenn Hunter of "Merton of the Movies" fame.

The picture is built around an electric washing machine, and the convenience and desirability of washing the electric way cannot help but be brought home to the movie audience.

In a pamphlet issued by the Gainaday company, a working plan for tying the movie between the electrical dealer and the local motion picture house is outlined. This booklet is free upon request. It gives suggestions for window displays, theatre lobby displays, contests, and also lists the "dealer help" material available, including truck signs, newspaper advertising, slides, etc.

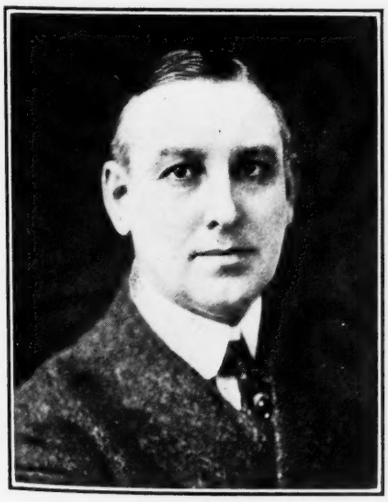
The Holophane Company, 342 Madison Avenue, New York City, has issued a 16-page booklet entitled "Modern Retailing Success." The booklet discusses the lighting problems of retail stores from the standpoint of increased net profits on merchandise sold, and should prove of special value to store managers and to electrical-contractors and dealers who specialize in lighting stores.

News of the Electrical Trade

Field Engineer Canada Proposes 200 Changes in National Electrical Code

The electrical field engineer of the National Fire Protection Association, W. J. Canada, has completed the first six months of his activities with the N.F.P.A., during which time he has travelled in the east, south-east, and middle-west, visiting city electricians and state and insurance electrical inspection authorities. As a result he has prepared some 200 proposed modifications of the Code for consideration by the N.F.P.A. Electrical Committee through its sub-committee machinery. While the actual number of proposed changes is 200, this does not represent any radical or extensive revision of the present Code. The items covered are largely matters of clarification where Mr. Canada has found the same rule differently interpreted by various inspection authorities, owing to ambiguities in the text. There are also a number of subjects on which various local rules are being made to cover matters not now included in the Code, particularly rules specifying where the various wiring methods shall or shall not be used. The fact that numerous local authorities have found it necessary to rule on such matters suggests the desirability of definitely covering them in the National Electrical Code so as to promote uniform practice and make the Code complete.

E. W. Lloyd, Vice-President Commonwealth Edison Co.



The Commonwealth Edison Company of Chicago has announced the election of E. W. Lloyd to a vice-presidency. Mr. Lloyd is chairman of the commercial section of the National Electric Light Association, and is a member of the American Institute of Electrical Engineers, the Association of Edison Illuminating Societies, the Illuminating Engineering Society, and the Electric Club of Chicago.

Conventions Coming

AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS, *New York, February 8-12.*

NATIONAL ELECTRIC LIGHT ASSOCIATION, SOUTH-WESTERN DIVISION, *Galveston, Texas, April 13-16.*

NATIONAL ELECTRIC LIGHT ASSOCIATION, 49TH ANNUAL CONVENTION, *Atlantic City, N. J., May 17-21.*

ELECTRIC POWER CLUB, *Hot Springs, Va., May 24-27.*

ELECTRICAL SUPPLY JOBBERS' ASSOCIATION, *Hot Springs, Va., May 31-June 4.*

ASSOCIATED MANUFACTURERS OF ELECTRICAL SUPPLIES, *Hot Springs, Va., June 7-12.*

PACIFIC COAST ELECTRICAL ASSOCIATION, *Los Angeles, Cal., June 8-11.*

S. L. Nicholson Appointed Westinghouse Vice-President

At a meeting of the executive committee of the Westinghouse Electric and Manufacturing Company, S. L. Nicholson was elected acting vice-president.

Mr. Nicholson, a native of Philadelphia, began his electrical career in 1887; being associated with various companies from that date until 1898 when he joined the Westinghouse Company.

In 1909, Mr. Nicholson was made sales manager of the Westinghouse Company and held that position until 1917 when he was made assistant to the vice-president.

Washer Manufacturers' Association Officers for 1926

At the annual meeting of the American Washing Machine Manufacturers' Association at Chicago on January 20, the following officers were elected for 1926; president, T. W. Behan, 1900 Washer Company; first vice-president, J. C. Nelson, Syracuse Washing Machine Corporation; second vice-president, John Rocke, Meadoms Manufacturing Company; third vice-president, Albert Haag, Haag Brothers Company, treasurer, William H. Voss, Voss Brothers Manufacturing Company; executive secretary, Enoch B. Seitz, Electric Finance Corporation.

S. E. D. Directors Meet

A general report of the Society for Electrical Development's work for the year was presented at the semi-annual meeting of the board of directors held in December. The important subjects covered were the Red Seal plan, league and field work, weekly news releases to daily newspapers, work with the national class magazines, special seasonal campaigns (bride's week and Christmas), commodity programs, electric industrial truck and electric delivery truck, uniform electrical ordinance and outlines of some of the commodity programs now being developed.

G. F. Laube, representing the contractor-dealer group, as sponsoring director, made a report of the tie-in between the National Association of Lighting Equipment Dealers and the Society.

George E. Jaquet was appointed assistant secretary and F. Beer, assistant treasurer.

F. M. Feiker, operating vice-president of the Society, reported on the work being done by a committee appointed by Herbert Hoover, Secretary of Commerce, of which O. D. Young is chairman and Mr. Feiker, vice-chairman. This committee has been set up to organize a plan for the collection of industry statistics which would be released to parties interested. A resolution thanking Mr. Feiker for his work in this connection was ordered spread on the minutes.

President, New Electric Household Utilities Corp.

A man who seems to have the Midas touch,—such is S. D. Heed, the new president of the Electric Household Utilities Corporation, formerly the Hurley Machine Company, of Chicago. For this is the youthful engineer who, at twenty-eight, was bossing the construction of the famous Hell Gate bridge in New York; he who, some years later, joined the Union Gas and Electric Company, jumped the number of its residence customers over three hundred per cent in less than five years, and made himself a vice-president in the process.

New Corporation to Distribute G. E. Merchandise

The Lake States General Electric Supply Company, Inc., is the name of a new corporation recently formed to carry on business as a wholesale distributor of electrical supplies in Ohio, Indiana and Michigan. It has taken over the equipment and merchandise of the following companies and will retain their personnel.

Erner & Hopkins Company, Columbus, Ohio; Indianapolis Electric Supply Company; Crescent City Electric Company, Evansville, Ind.; A. T. Knowlson Company, Detroit; Post Glover Electric Company, Cincinnati (except factory at Ludlow which will be conducted under the old name as heretofore); Republic Electric Company, Cleveland and Akron; W. G. Nagel Electric Company, Toledo (except manufacturing operations which will be conducted under the old name as heretofore at its Hamilton Street factory).

The above companies have all been wholesale distributors of General Electric merchandise. The object in forming the new company is to provide a more effective form of organization and to give better service to customers. The General Electric Company will have a substantial interest in the new corporation.

W. G. Nagel, of Toledo, is chairman of the board; M. A. Pixley, Columbus, is president; W. G. Clarke, Detroit, L. Griesser, Cleveland, H. E. Rasmussen, Indianapolis, and F. D. Van Winkel, Cincinnati, are vice presidents and J. T. Dunnick, Columbus, is secretary-treasurer.

Prizes for Gift Displays

Electrical shops carrying gift merchandise may have put on store or window displays that were unusual or attractive enough to win one of the prizes to be awarded at the Spring Show of the National Art and Gift Association to be held at the Hotel Adelphia, Philadelphia, February 28 to March 6.

Prizes will be given for photographs of the best window displays of gift merchandise, for descriptions or pictures of best interior gift arrangement and for photographs of most original gift displays, whether interior or exterior views, also for best examples of individual advertising campaigns for gift merchandise by retailers. The contest is open to all shops selling gift merchandise. Pictures are to be submitted to the National Gift and Art Association, the secretary of which is S. Edelman, 474 North Sixth Street, Philadelphia, Pa.

Electrical Manufacturers' Representatives Organize at Baltimore

On January 4, at the Emerson Hotel in Baltimore, there was organized the Electrical Manufacturers' Representatives Association of Baltimore. J. Harry Gross, National Metal Molding Company, was elected president, J. B. Mitchell, Economy Fuse and Manufacturing Company, secretary, and William Pindell, Holtzer-Cabot Company, treasurer.

Ralph Neumuller, known as "the human dynamo" among his friends in the United Electric Light & Power Company, New York, has just been appointed appliance manager of the United company in charge of its three retail stores. In addition Mr. Neumuller will continue as advertising manager of the company. During the war he served two years in France rising from private through every grade, to a lieutenancy in the infantry.

Better Farm Homes Conference of Importance to Electrical Men

The first concerted effort to launch a better farm homes movement will be under way on February 18 with the opening in Chicago of the Better Farm Homes Conference at the Hotel Sherman, under the auspices of the American Society of Agricultural Engineers. At the opening session, D. G. Carter, chairman of the farm structures division, will outline the purpose of the conference, and will be followed by F. A. Wirt, president of the society, who will give an address on the general subject, "The Agricultural Engineer and The Farm Home."

Other speakers of prominence in their several fields will read papers on the following subjects, "An Analysis of Farm Home Needs," "Planning the Farm Home," "What We Farm Women Want Our Homes to Be," and "Improving the Farm Home."

Readers of *Electrical Merchandising* will be interested in observing that in the program as outlined there is no mention of the part played in modern farm life by electrical appliances, power devices, and radio. It is inconceivable that so important a development in present-day rural life should not come in for a large share of the discussion, but undoubtedly it will be given due attention in the several papers mentioned above. Such addresses could scarcely be considered complete without the inclusion of a digest of electricity's manifold functions in the farm home.

Delinquent Accounts in Electrical Trade 1924-1925

Comparative statement of delinquent accounts reported from the National Electrical Credit Association, Chidago.

Number of Accounts Reported

Division	12 Months 1924	12 Months 1925	Per Cent Increase or Decrease
New York Elec'l. Credit Ass'n. Headquarters, New York	4,050	4,129	+01.9
Electrical Credit Ass'n., Middle and Southern Atlantic States, Headquarters Philadelphia	2,816	2,695	—04.3
Electrical Credit Ass'n. New England Division, Headquarters —Boston	700	985	+40.7
Pacific Coast Electrical Credit Ass'n., Headquarters San Francisco	268	241	—10.0
Electrical Credit Ass'n., Central Division, Headquarters Chicago	10,179	10,521	+03.3
Total	18,013	18,571	+03.1

Total Amounts Reported

Division	12 Months 1924	12 Months 1925	Per Cent Increase or Decease
New York Electrical Credit Association Hdqtrs. New York	$596,642	$580,962	—02.7
Electrical Credit Ass'n. Middle and Southern Atlantic States, Hdqtrs. Philadelphia	315,596	335,902	+06.4
Electrical Credit Ass'n. New England Division Hdqtrs. Boston	76,961	104,476	+35.8
Pacific Coast Elec'l. Credit Association, Headquarters, San Francisco	34,093	31,791	+06.7
Electrical Credit Ass'n. Central Div. Hdqtrs. Chicago	1,217,816	1,308,957	+07.5
Total	$2,241,078	$2,362,088	+05.4

Average Amounts

Division	12 Months 1924	12 Months 1925
New York Elec'l. Credit Ass'n. Hdqtrs., New York	$147	$140
Electrical Credit Ass'n. Middle and Southern Atlantic States, Hdqtrs. Philadelphia	112	125
Electrical Credit Ass'n. New England Division Hdqtrs. Boston	110	106
Pacific Coast Elec'l. Credit Ass'n. Hdqtrs. San Francisco	127	132
Electrical Credit Ass'n. Central Division Hdqtrs. Chicago	120	125

William K. Vanderpoel, since 1916, general superintendent of distribution of what is now the electric department of the Public Service Electric & Gas Company, Newark, N. J., has resigned to become vice-president and executive engineer of the Okonite Company and the Okonite-Callender Company, Inc., manufacturers of wire and cable for electric purposes, with factories at Paterson and Passaic and general offices in New York City. Mr. Vanderpoel has long been identified with the American Institute of Electric Engineers, the National Electric Light Association and other technical organizations and is at present vice-chairman of the N. E. L. A. Technical National Committee.

L. H. Rosenberg has resigned his position as head of the sales promotion department of the Westinghouse Lamp Company to join the staff of Thomas F. Logan, Incorporated, of Chicago. Mr. Rosenberg has been a member of the Industrial Lighting Committee since its appointment, and last year was secretary of the Lighting Educational Committee which conducted the Home Lighting Contest.

Frank P. Groves and Company, Broad and Race Streets, Philadelphia, Pa., has been organized to act as representative for manufacturers of roughing-in material, conduit, cable, and wiring devices. Mr. Groves, head of the new company, was formerly Philadelphia district sales manager for the National Metal Molding Company.

Where to Buy the Lamps Shown on Pages 6108-6109

No. 1, Art Lamp Manufacturing Company, 1433 South Wabash Avenue, Chicago.

Nos. 2, 3, 4, 5, Mutual Sunset Lamp Manufacturing Company, 225 Fifth Avenue, New York City.

Nos. 6, 8, 9, Kernes Manufacturing Company, 1400 North Halsted Street, Chicago.

Nos. 7, 10, The H. E. Rainaud Company, Meriden, Conn.

Nos. 7, 21, (shade only of No. 7) Daison Manufacturing Company, Inc., Philadelphia, Pa.

Nos. 11, 12, 13, 19, Havens Manufacturing Company, 666 Lake Shore Drive, Chicago.

Nos. 14, 18, 20, 22, 23, Eagle-Wabash Corporation, Erie, at Fairbanks Court, Chicago.

Nos. 15, 16, 17, Kaplan, Inc., 215 West Ohio Street, Chicago.

The Electric Supply and Equipment Company, together with its officers, managers and dealers, held its fourteenth annual convention in the Hotel Ten Eyck, Albany, N. Y., Saturday, Jan. 9. A complete exhibit was made of the radio sets and accessories, electrical appliances, heating devices and electrical supplies which they distribute. The exhibit was thrown open to the public and full-page newspaper "spreads" advertised this exhibition to stimulate consumer interest in electrical merchandise as "Albany's First Public Electrical and Radio Show — Admission Free." Over 130 employees of the E. S. & E. Co. attended the morning session "for company men only." At the afternoon meeting 250 electrical contractor-dealers were present and heard addresses by H. G. Grosse, president, American Ironing Machine Company; J. F. Roche, general sales manager, Gainaday Electric Company; Mark Harris, general sales manager, Lionel Corporation; M. C. Rypinski, vice president, Brandes Products Corporation; George A. Hughes, president, Edison Electric Appliance Company; E. D. Stryker, publicity manager, National Lamp Works.

The Belver Realty Company is the name of a new holding company organized primarily to handle the real estate now owned by the Beltzhoover Electric Company, Cincinnati, Ohio. It has an authorized capital of five thousand shares no par common stock. The Beltzhoover Electric Company, incidentally, was started in 1903 with $300 capital and is now recognized as one of Cincinnati's leading electrical houses.

The Florida Association of Electragists has announced, through its secretary, Charles E. James, that the state organization will hold its yearly convention on February 16, 17 and 18 at Orlando. Further information will be forthcoming in later bulletins from the secretary, or may be obtained by writing him at Ft. Pierce, Florida.

The Dayton Power and Light Company yesterday announced its entrance into the retail merchandising field when it opened "The Gas and Electric Shop" at 20 South Jefferson St. Various gas and electrical appliances for home and office are being handled.

The Alabama Electrical League, in conjunction with the Birmingham News, is organizing an Electrical Show to be held in the city auditorium March 15 to 20. It is one of the first undertakings of its kind to be sponsored by the Alabama Electrical League. A. B. Collins, of the Alabama Power Company, is chairman of the general exposition committee.

W. P. Shields, for the last six years eastern states manager for the Electric Household Utilities Corporation (formerly the Hurley Machine Company), has been appointed by the Adirondack Power and Light Corporation, Schenectady, N. Y., to co-ordinate the activities of the commercial departments of its various properties. Mr. Shields has been given the newly created title of director of appliance sales. The commercial sales outlets in the following places will come under his control: Oneida; Amsterdam; St. Johnsville; Schaghticoke; Watervliet; Schenectady; Hudson Falls; Whitehall; Lake George; Glens Falls; Saratoga; Ballston; Canastota; Warrensburgh; Chestertown.

C. S. Jennison, new president of the Laundryette Manufacturing Company. Mr. Jennison is a former partner of the Geo. W. Goethals Company of New York.

Laundryette Announces New Executives

Early in January, the Laundryette Manufacturing Company of Cleveland, maker of The Laun-Dry-Ette Washing Machine, announced a number of changes in executives and directors.

C. S. Jennison is the new president and Paul K. Craig, vice-president and secretary. A. G. Cook will continue as treasurer. Jennison was formerly a partner of the Geo. W. Goethals Company of New York, while Mr. Craig has for many years been engaged in various merchandising phases of the electrical industry.

The new board consists of Messrs. Jennison, Craig, T. B. Van Dorn, who is also a vice-president, R. J. Frackelton, Thomas Ferry, David M. Hough, and Howard Converse. Messrs. Frackelton, Van Dorn and Ferry were formerly on the Laundryette board and are also identified with a number of other large manufacturing concerns in Cleveland.

Henry C. Houck, assistant general merchandise manager of the General Electric Company, has been appointed manager of the merchandise department at the Bridgeport works of the company, according to an announcement of C. E. Patterson, vice-president. His appointment will take effect immediately.

Roger Williams has become associated with Landers, Frary & Clark as manager of the heating appliance division in the New York territory. Mr. Williams until the first of the year had for a number of years been New York manager for the Simplex Electric Heating Company.

J. Rudges Company, Inc., New York City, manufacturer of Christmas tree lighting outfits and electrical specialties, announces that it is now located in new quarters at 11 East Thirty-first Street.

Western Icemen Planning to Enter Electric Refrigerating Field

That the ice manufacturers look upon the electrical refrigerator as a serious rival was brought out at a recent convention of the National Association of Ice Industries held in Los Angeles.

A special report on household refrigeration was made to the convention by a committee headed by A. Hardgrave. It was stated that 200,000 electric refrigerators were in use in American homes in 1925, and that the ice industry had lost an annual gross revenue of $10,000,000 from their use. By 1930, it was estimated that this loss would have increased to $70,000,000 annually.

Two movements were reported by western ice manufacturers which appear of national significance to the electrical industry. One Portland company reported having gone into the electric-refrigerator business as a supplement to its ice service, feeling that the revenue made in this way would compensate for that lost through the decreasing sale of ice. Another came from the ice-cream manufacturers who are making plans to install electric refrigerators for their customers, in spite of the fact that this would further cut down the consumption of ice.

The ice manufacturers, themselves large consumers of electricity, are watching the further movements of the electrical industry in this field with great interest.

J. H. Lynch has been appointed manager of the merchandising division of the Westinghouse Electric and Manufacturing Company's New England territory, with headquarters at Boston, Mass. For the past four years Mr. Lynch has specialized at the Boston office in the sale of outdoor lighting equipment, and is well known in New England electric utility circles.

Jerry Cason of the Wright-Cason Electric Company of Knoxville, Tenn., has disposed of his interest in the above firm and is now the representative in Eastern Tennessee for the Southeastern Electric Supply Company of Knoxville and Chattanooga.

The Majestic Electric Appliance Company, San Francisco, announces some changes in its personnel. Harry A. Mulvaney, formerly with the Electric Sales Service Company, has become designing engineer and Harry H. Daley, formerly with the Majestic Electric Development Company and more recently with the Magnavox Company, Oakland, is now sales manager. E. N. Brown, president and general manager, is in the East on an extended business trip, visiting Philadelphia, New York, and other points.

The Lightolier Company announces the acquisition of an eight-story plant in Jersey City, N. J., at Claremont Avenue, West Side Avenue and Halstead Street.

The Reflector & Illuminating Company, Chicago, announces its removal to new premises at 1407-1417 West Jackson Boulevard.

The Timken Roller Bearing Company, Canton, Ohio, has announced a number of changes in its executive personnel. Ernest Wooler, former automotive engineer for the firm, is now chief engineer; J. W. Spray, former Detroit district manager, has been promoted to the position of manager of sales for the automotive division; E. W. Austin has been made assistant manager of sales for the automotive division; as has also R. W. Ballantine, former Milwaukee district manager; Peter C. Poss is now assistant advertising manager, and R. Charles Brower, until now assistant general manager of the Timken Roller Bearing Service and Sales Company, has been appointed assistant to H. J. Porter, vice-president in charge of sales.

An Announcement of intense interest to every electric cleaner dealer will shortly be made by this company. *Watch for it!*

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest maker of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario

New Lamps from Vases, Candlesticks, and Old Oil Lamps

(*Continued from Page* 6085)

With the wireless cluster all that is necessary is to attach the ends of the wires to the two terminals in the cluster body, which completes the electrical connections to both sockets at the same time. Or the cluster may be wired first and the long cord threaded through the opening in bottom of vase, before mounting. The cord is then passed out through the side opening in the vase. This is just as good practice as the method given.

In wiring vases with pottery mountings the same procedure as explained above is followed, except that a felt or rubber washer should be used under the locknut.

Drilling Holes in Pottery

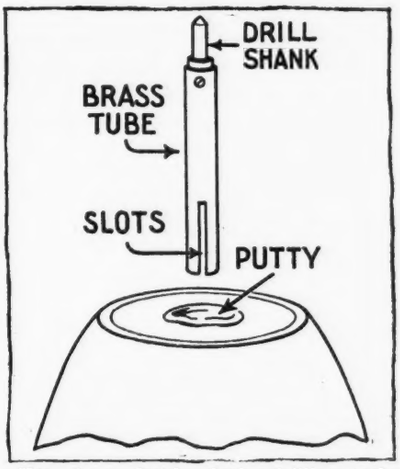
In mounting those vases which are not already provided with holes for wiring and with which the non-drilling type of adapter is not desired, the electrical man can, with a little care and practice, do the necessary drilling himself. Once the glaze on the vase is broken down, drilling through the bottom is quite easy. Drilling through the side, however, is more difficult, especially where there is inlay work or colors that have been fired several times. A little better job could probably be done by mounting on a wooden base, as previously explained.

The first thing needed in drilling the hole is an easily-made brass tubular tool or drill. Take a 6-in. length of brass tubing and with a hack saw make two slots in one end. The slots should be about 2 in. long and opposite each other.

To the other end of the tubing attach a drill shank, either round or square, to fit the drill press or hand drill. No. 80 carborundum is the abrasive to be used. The work of drilling should proceed as follows:

Locate the center of the bottom of the vase. Around this point make a small putty dam or retaining wall, shaped to the circumference of the drilling tool. Into the cup thus formed, put a small amount of the carborundum, and add enough turpentine to wet it thoroughly. To use a hand drill conveniently, a simple chuck can be made with two shaped blocks of wood to hold the vase upright. The jaws of this chuck can be adjusted to size by a cam or wedge arrangement and may be padded to fit the vase closely but not tightly.

If a drill press is used, the table may be swung out of the way and the vase, held in the hands, brought up against the turning drill. If the table is used it should be well padded, and great care should be taken not to exert too much pressure in feeding the drill.



Here is a sketch of the drilling tool described on this page. It can easily be made by the electrical man right in his own shop. The use of putty as a small retaining wall in the drilling process is also shown.

The wet carborundum feeds down through the slots in the tube. The soft brass tube carries the carborundum particles against the pottery and rapidly cuts through.

The speed of the drill press is determined from the hardness of the material being bored. Very soft pottery will stand from 350 to 500 revolutions per minute. Harder material is more safely handled at lower speeds.

A little experimental practice on pieces of china or glass will show one how to get the best results from the method suggested above. At all times, however, it is well to bear in mind that, as an heirloom, a vase may have a far greater value to the owner than any price for which it might be replaced. With reasonable care and precaution, however, there is no reason why any electrical man cannot adapt any vase.

Manufacturers of Attachments for Lamp Adapting

For the convenience of readers interested in the subject of lamp adapters, we are listing below the names of manufacturers from whom attachments of all types, covers, and other parts can be obtained.

Harvey Hubbell, Inc., Bridgeport, Conn.; *oil lamp adapter.*

Rodale Manufacturing Company, 492 Broome Street, New York City; *vase adapters, candlestick adapters, clusters, plates and bases.*

L. D. Bloch & Company, 37 East Eighteenth Street, New York City; *candlestick and vase adapters.*

The Miller Company, Meriden, Conn.; *vase, candlestick and oil lamp adapters, clusters and covers.*

J. B. Timberlake & Sons, Jackson, Mich.; *vase and candlestick adapters.*

Benjamin Electric Manufacturing Company, 120 South Sangamon Street, Chicago; *vase, oil and gas lamp adapters, clusters, socket interiors, and additional parts for clusters.*

Fulper Pottery Company, Flemington, N. J.; *pottery adapters for vases and candlesticks.*

W. R. Noe & Sons, 43 East Tenth Street, New York City; *adapters for vases, candlesticks, and oil lamps, clusters, covers and bases.*

Vaselamp Manufacturing Corporation, 14 East Thirteenth Street, New York City; *candlestick adapters and vase adapters with and without lamp socket in base.*

Eagle Electric Manufacturing Company, 38 South Eighth Street, Brooklyn, N. Y.; *vase, candlestick and oil lamp adapter, bases and vase plates, clusters and shade holder harps.*

Artistic Lighting Fixture Corporation, 215 Greene Street, New York City; *cast metal bases or mountings for vases.*

Alf. B. Anderson, 59 Grand Street, New York City; *white metal bases.*

Martha Washington Manufacturing Company, 1006 West Twenty-first Street, Chicago, Ill.; *lamp stands.*

Plume & Atwood Manufacturing Company, Waterbury, Conn.; *clusters.*

Peerless Light Company, 663 West Washington Street, Chicago, Ill.; *adapters for vases, oil and gas lamps, clusters, covers, bases and additional parts.*

Students Uncover Cleaner Prospects

The High School Athletic Field Fund in Oshkosh, Wis., was credited with $2 for each prospect card that materialized into a vacuum-cleaner sale by the Hays Hardware Company during the Christmas shopping season. A further offer was to pay $5 for each sale made without the aid of a salesman.

Still another provision was that if more than twenty-five machines were sold through the students' efforts, exclusive of those on which a commission of $5 was paid, the commission paid into the athletic field fund would be increased to $3 for each machine.

Prospect cards were published in newspaper advertising; this to reach likely vacuum cleaner purchasers who would be willing to help the school and who might not be approached by students.

Five High Points in Selling Electric Refrigeration

(Continued from Page 6086)

in the interview, you will find it always a big element in winning a favorable decision.

IV

Better Food

The subject of health protection is one of the deepest concern to the normal prospect; and we should always treat it very seriously. This does not mean pulling a long face or recklessly throwing out a lot of "scare stuff." It does mean, however, *being absolutely sure of the main facts and stating them impressively.*

Standards for Care of Food

The better class American household today is immeasurably ahead of the practice of previous generations or of other countries in *most* of the requirements for proper care of food. Canned fruits and vegetables free from all dirt or disease germs can be had in any grocery. Fresh fruits and vegetables in perfect condition are transported over oceans and continents. Milk is carefully guarded from infection, handled by clean machinery, and delivered in sealed bottles. Meats are thoroughly inspected and, as a rule, kept properly refrigerated from the packing house to the home. Even bread in most cities is kneaded by machines and arrives wrapped in oiled paper so that it can be truthfully advertised as "untouched by human hands." Anybody who thinks back a few years will see for himself how rapid has been the advance in methods of caring for food and *how insistent is the demand for even higher standards.*

And now comes the next great forward step. All the wonderful organization which has been built up for the purpose of bringing pure and appetizing food up to the kitchen door *may be defeated unless equally effective means are used inside the home.* The bacteria of disease lurk everywhere. Without proper refrigeration they can multiply in a few hours almost beyond belief. Modern standards require perfect cleanliness, dryness, and correct temperature for articles of food continuously until they are actually served and eaten. *The dangerous gap between the kitchen door and the dining room table must be completely closed before any family can be considered reasonably safe from food spoilage and infection.*

A Defence Against Disease

When we grasp the full meaning of the startling truth that life and health depend in part on correct refrigeration, we first begin to understand that electric refrigeration is not only a labor-saving, modern convenience; but that, on top of that, it takes its place as one of the vital defences of the home against the inroads of disease.

Every normal individual wants to keep in good health and wants to enjoy three square meals a day. There is no type or grade of prospect, therefore, who is not interested in this primary and basic result of electric refrigeration—its protection of the food supply.

Let us hereafter think of electric refrigeration as serving this fundamental need of human life—and as serving it better than anything else. We are not to neglect the other selling points, of course. But we are to remember that this one, if properly presented, is universally intensely interesting and effective.

V

Economy

Electric refrigeration is not only convenient, a source of pride, and a guarantee of better and more appetizing food, but *it yields all these benefits without increased expense.* Indeed, it is an actual economy, as many tests and household records have conclusively shown.

Know Local Rates

This question of costs of operation is very much of a local question. In localities where the rate for electricity is high, or where natural ice is produced cheaply in large quantities, there may be no difference between the cost of electric refrigeration and the cost of icing.

In general, however, wherever ice is priced at fifty cents or more per hundred, and there is a power rate for domestic consumption of electricity, electric refrigeration will cost less than ice.

A Profitable Investment

Few prospects realize the extent of their investment in ice. The average expenditure for ice in a home of moderate means will run from $60 to $75 a year. Actual cases are on record in which the substitution of an electric refrigerator cut the annual bill from $75 for ice to as low as $25 for electricity. But let us take the percentage worked out by the National Electric Light Association. Fifty-six per cent of $75 is $42, leaving a saving of $33. At 6 per cent $33 is the interest on $550. But the electric refrigerator installation would not cost so much—for a unit of this size, only about $300.

In addition to its direct earning value as an investment, electric refrigeration adds rental and resale value to the home in which it is installed. Many builders of apartment houses recognize this and are equipping their apartments throughout with electric refrigeration, and advertising the installation as an additional selling point for the property. The same argument applies to the installation in a private dwelling. It is undoubtedly easier to rent or sell a house which is equipped with a built-in electric refrigerator, and the presence of this modern household equipment adds many dollars to the worth of the property.

Keep the Economy Appeal In Its Place

It is well for us to remember that economy is fourth in the list of electric refrigeration selling points, and not first. There is frequently a disposition to talk economy as the main issue, especially in cities where there is a very favorable power rate.

But the simple fact is that the other things come first. They make the strongest appeal.

Woman's Emancipation Through Electrical Appliances

"WE HAVE too often overlooked the fact that after all the greatest single industry in America is the management of the American home, where twenty million women toil every day of the year, eighteen million of these doing their work without help.

* * * "We are going to have such advancement in the mechanical appurtenances of the home as will represent a real emancipation for these women. With that emancipation, we shall see women taking a new, a larger and vastly more significant part in those great determining activities of life which henceforward must mark our way toward realizing the best ambitions of social organization."

WARREN G. HARDING